

LIFE

RUSSIANS WOW U.S. AND VICE VERSA

REFORM OF FRENCHIE: TEEN-AGE
GANG LEADER TURNS GOOD CITIZEN



WILLIE MAYS
LEADS GIANTS INTO
SAN FRANCISCO

APRIL 28, 1958 **25** CENTS


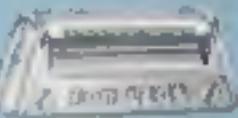
ALLIGATOR SKIN



very fashionable
on a lady's shoes this year.

not at all fashionable
on a lady's legs. Yet, if you're shaving
with a blade razor, your legs may be
getting that rough, patchy "alligator skin"
look. Blade razors shave off outer
skin cells, leave exposed underskin
dry, patchy. Leave nicks and cuts, too.

moral: switch to a Lady Schick
electric shaver... quick! It's the
new feminine way to shave.

Look! One edge made especially
for underarms  and a separate edge for legs. 
Shaves legs close and smooth. No nicks!
No cuts! No "alligator skin" look!

SHOES BY ANJALIE DELLER

© 1958, SCHICK INCORPORATED, LANCASTER, PA.

Lady Schick — it's the new feminine way to shave



Look at this
delightful carrying case
... the smartest,
most convenient
ever designed for a shaver!



what perfect gifts... especially for
Mother's Day and for Graduation. Lady Schicks start at
\$14.95—and most stores offer a 14-day free home trial.

FROM NOW ON
WOMEN SAY "DEODORANT"
MEN SAY TRIG



*It's
on
the
ball*



**Now! A man's way to check perspiration odor
 —goes on in seconds ... works for 24 hours!**

● Trig is a man's product—the scent, the color, the works! Goes on a man's way—rolls on in seconds!

● Trig goes right to work—underarm hair can't block it out. Trig delivers positive protection—man-size protection that lasts right around the clock.

● Trig isn't messy like a cream! Trig doesn't trickle like a spray! And Trig is not a crumbly stick!

● Trig is for the 6 men out of 10 who now use a deodorant—and for the 4 out of 10 who've been holding out for a man's way to check perspiration odor!

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

This One



NU9J-6H3-651X

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U.S.-U.S.S.R. smash hits 28

A Texas pianist in Russia, Russian dancers and wrestlers in U.S. help Soviet-American cultural project get off to a start the diplomats, inching toward the summit, could only envy.



CLUBURN, KHRUSHCHEV

Wild welcome out west 129

California puts on the dog (including hot) for its new Giants and Dodgers with civic hoopla and, best of all, the biggest crowd in National League history.



WILLIE MAYS ON PARADE

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Exploding the gray flannel and martini myth, Ernest Havemann finds the ad industry busy but bedeviled, working hard for its \$10.4 billion a year.



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LESLIE CARON AS GIGI

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DRAMATIC DODGE ANNOUNCEMENT CATCHES SPRING BY SURPRISE!

New Spring Swept-Wing

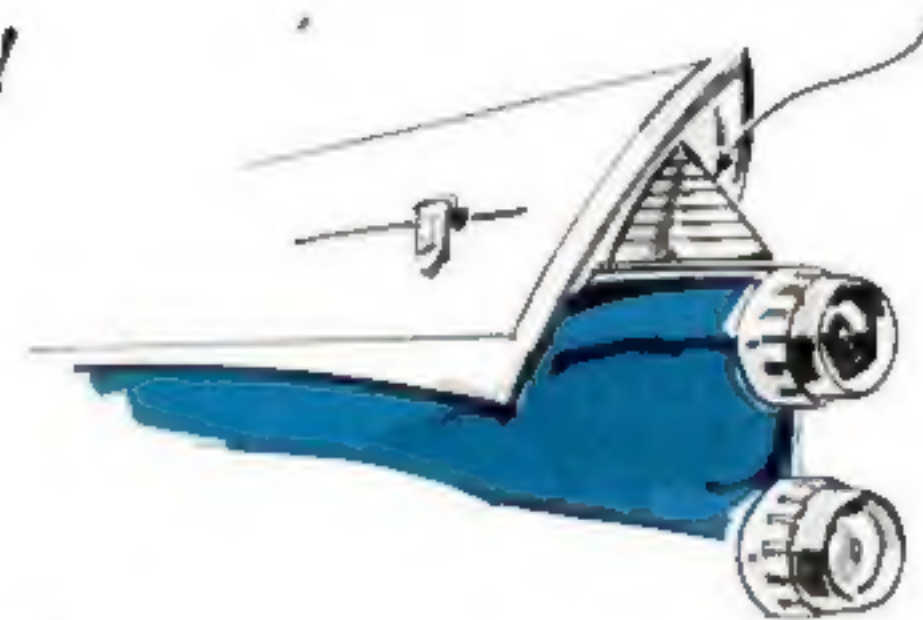


New fashion colors carried out in headlamp shield

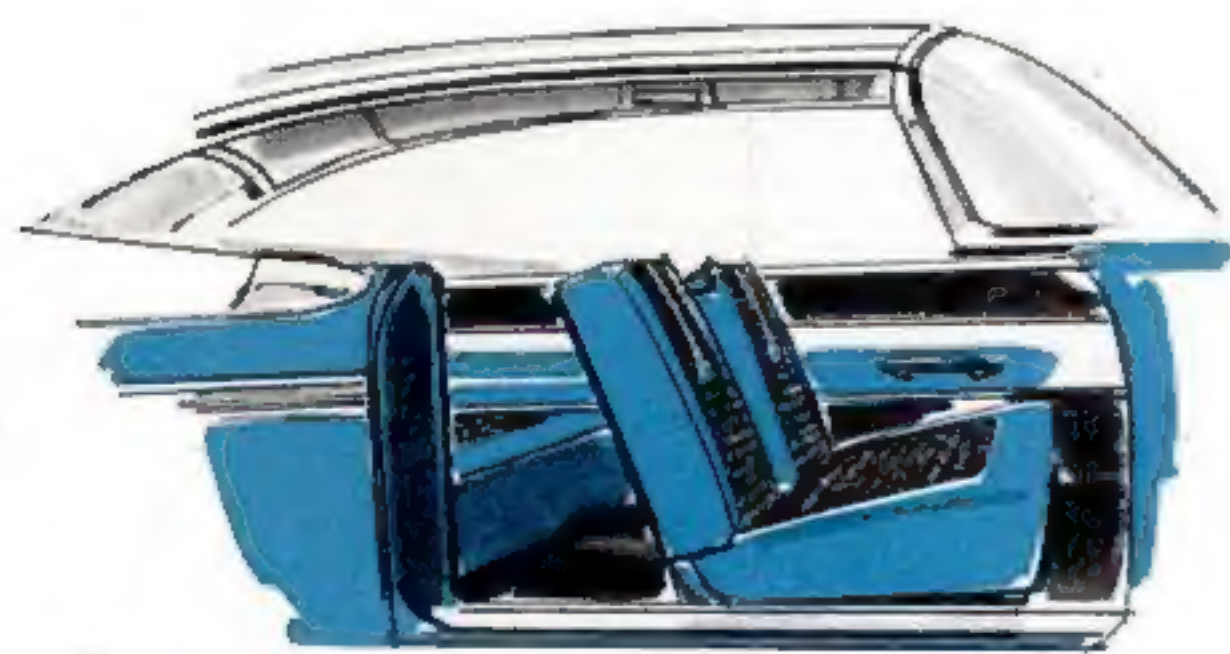
Breathtaking new colors! Brilliant new styling!

Bewitching new interiors! Spring comes to Swept-Wing!

Sculptured crown of gleaming chrome highlights soaring fins

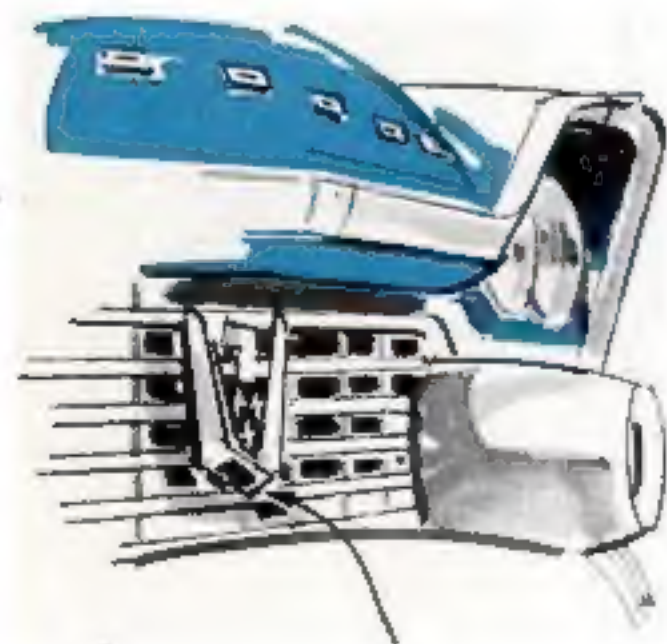


Broad new sweep of chrome from front to rear



New Color-Keyed interiors

Let Winter's Gloomy-Guses sit by the stove and mope! Here's a new-as-Spring Swept-Wing to put the show on the road. Colors are just plain knock-out—Poppy Red, Frosted Turquoise, Paris Rose. Bold new accents of gleaming chrome bring out new beauty of line and contour. Striking new interiors are Color-Keyed to give a lift to your spirits. We suggest you get in to your Dodge dealer's *now* for the finest Spring tonic that ever came down the pike!



It's new for Spring to give you more . . . Get all the car you're paying for!

SPRING SWEPT-WING

by *Dodge*



License plates framed in massive chrome escutcheon

Symbol of the Spring Swept-Wing—this proud medallion on grille

This is what we work for at Parke-Davis

... the better health and longer life that come with better medicines



She's stepping up in life. Tonight a girlhood dream—her first “formal”—will become a reality. In time, she will doubtless know the happiness of marriage and the warmth of motherhood. And should illness ever come between her and the full, rich life she deserves, she can count on modern medical care to help her.

Parke-Davis is proud of the contributions it is making in developing medicines that help make possible today's better medical care. Proud, too, of the part it plays in the future of this girl—and in the life that lies ahead of that younger sister. The prospects of escaping serious childhood diseases grow brighter each day. Polio, smallpox, whooping cough, diphtheria and tetanus are but a few of the threats from which today's children may be protected.

In Parke-Davis laboratories research scientists are constantly striving to develop new and better medicines. Together with improved medical knowledge and greater skill in diagnosis and treatment, these medicines will mean better health and longer lives for millions.

Better medicines resulting from PARKE-DAVIS research and manufacturing skill play their part throughout life's entire span. Vaccines prevent many serious childhood diseases; vitamins help build resistance and aid body growth; antibiotics and other antibacterials minimize dangers from infections; and an increasing number of products guard against the hazards of later years.



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PARKE-DAVIS

... PIONEERS IN BETTER MEDICINES SINCE 1866

Announcing



PHILCO DAY USA.

Friday, April 25TH
starts gigantic nationwide

\$20,000,000

SALE

**GREATEST MONEY SAVING
EVENT OF THE YEAR!**



Turn the page
and
**START TO
SAVE...**

**PHILCO
DAY
U.S.A.**

Huge 2-Door Automatic

**REFRIGERATOR-
FREEZER**

PHILCO DAY SPECIAL
ONLY \$289⁹⁵
WITH TRADE

Lowest Price Ever!

Now you can have a big, modern 1958 two-door refrigerator at a budget price! Big family size! Philco quality! A value you *can't* afford to miss!

Loaded with deluxe features:

- AUTOMATIC DEFROSTING!
- BIG ROOMY FREEZER (holds 70 lbs.)!
- FAMOUS PHILCO DAIRY BAR
- DOOR ADJUSTS TO HOLD ½-GALLON OR QUART MILK CARTONS!
- NEW! CLEAR-ACROSS CRISPER!
- CHEESE AND BUTTER KEEPERS!
- 5-YEAR PHILCO WARRANTY!

RD-1186

LOOK AHEAD... and you'll choose PHILCO.

BRAND-NEW BUILT-IN ELECTRIC
ROTISSERIE
YOU CAN FOLD AND HIDE AWAY!

FREE!



Exclusive with Philco—and absolutely free! This \$25 value comes with both ranges shown. Fits into the oven... revolves... folds to hide away! Wonderful!

ALL-NEW "WOMAN DESIGNED" PHILCO ELECTRIC RANGES



SS-3087

PHILCO'S FINEST 30" ELECTRIC RANGE
It's got push-button controls, automatic timer, Broil Under Glass... plus Hide-A-Way rotisserie, 4 easy-to-clean Jetube surface units—fastest in any range!

Low as \$2⁴⁵ a week on Philco Day, U.S.A.



SS-4083

SENSATIONAL 40" RANGE VALUE

Full, family-size 40" electric range is fully automatic, features all the latest deluxe improvements: push-button controls, automatic timer, easy-to-clean tilt-up bake unit, extra-wide oven... plus exclusive Philco Hide-A-Way rotisserie!

NOT
~~\$249⁹⁵~~
ONLY
\$199⁹⁵
ON PHILCO DAY, U.S.A.

PHILCO OUTDATES 45 MILLION
REFRIGERATORS WITH

Tri-frigeration



RS-1082

Sensational Low-Cost Special!

Big 10.5 cu. ft. model with
49-lb. freezer!
Full-Width Crisper and Chiller!
Full-Length Dairy Bar Door!
Sleek Modern Lines!

See your Dealer
for Special
Philco Day Price

Three separate zones, each one the perfect temperature for a different kind of food!

1 38" ZONE REFRIGERATOR

keeps regular foods perfectly. Special egg, butter and cheese compartments, too.

2 33" ZONE MEAT LOCKER

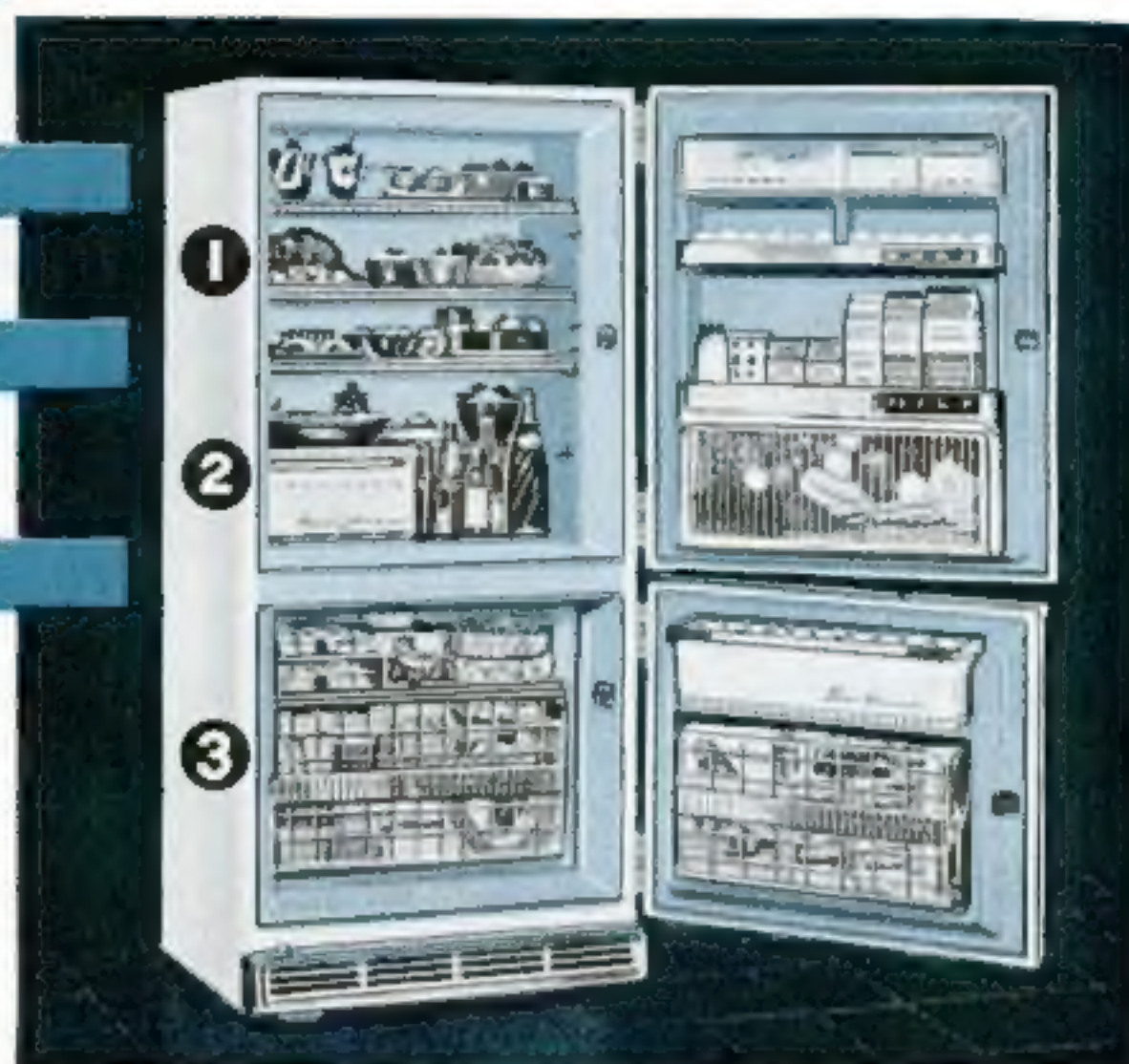
a separate cooling system (not just another meat pan) keeps meat fresh days longer without freezing!

3 ZERO ZONE FREEZER

with 5.2 cu. ft. capacity keeps 181 lbs. of frozen foods safe and solid with special sub-zero freezing surfaces.

Biggest news in 10 years! Perfect storage for every kind of food... PLUS exclusive "woman-designed" features: Portable Ice Keeper... Automatic Misty Crisper... Glide-Out Frozen-Food Basket!

As low as \$4³⁷ a week for Philco Day, U.S.A.



THIS MODEL ALSO AVAILABLE WITH LEFT-HAND DOORS!

RF-1488

See your Philco Dealer
for special low prices on

PHILCO DAY, U.S.A.

NEW PHILCO FREEZERS

PRICED FOR THE THRIFTIEST!



FV-1482

YOU'LL NEVER FIND
MORE FOR YOUR MONEY!
Imagine! This compact, feature-packed model holds 294 lbs., yet costs the same as chest models holding much less! Exclusive Sloping Front Design... all food within easy reach.
SPECIAL SALE PRICE FOR
PHILCO DAY, U.S.A.

Only \$199⁹⁵

here's a Philco freezer to fit every family's budget!

DELUXE UPRIGHT
14 CU. FT. FREEZER!
• 14.6 cu. ft.—holds 511 lbs.!
• Three aluminum fast-freezing shelves!
• Glide-out basket!
• Handy Freezer Bar storage door!
Philco Day, U.S.A.
Special Price
as low as \$2¹¹ a week!



PH-882



A-1082

NEW PHILCO "NOISELESS"

... quietest air conditioner made!

So quiet, you'll hardly know it's there! The new Philco "Noiseless" is "whisper-quiet" inside and outside the house. You and your neighbors will welcome a really quiet air conditioner.

As low as \$2¹⁵ a week on Philco Day, U.S.A.

NEW PHILCO IONITRON ATTACHMENT

Medical and engineering research show negative ionization makes you feel and work better. Quick relief from hay fever, most other air-borne allergies. A Philco exclusive!

Take home Air Conditioner
you can install yourself!

New Philco 1-hp Bantam, so light and compact you can take it home today... be cool tonight! Uses ordinary house voltage; cools rooms up to 425 sq. ft. (floor space).

PHILCO DAY, U.S.A. — SALE PRICE:

Only \$2⁰⁴ a week!

A-984

NEW '58 PHILCO AIR CONDITIONERS

GUARANTEED COOLING CAPACITY

13 models to choose from!

You take no chances with Philco, because the cooling capacity is GUARANTEED. It is rated in accordance with performance standards of the Air Conditioning and Refrigeration Institute (ARI).

Philco's high capacity units give you maximum flow of cool air for draft-free, wall-to-wall cooling. There are Philco air conditioners for every normal house voltage.



PHILCO
BANTAM
Air Conditioner

Special-Formula
APPLIANCE POLISH

FREE!



Get your FREE can of polish...
just by visiting any
PHILCO dealer displaying this banner!

One quick application of this specially formulated polish will give all your kitchen appliances that bright, gleaming "just-bought" look. Produces miraculous results on both white and colored surfaces.



MORE SPECIALS ON THE NEXT PAGE ►

PHILCO SPECIALS on TV, RADIO AND HI-FI



MODEL 4231E

TOMORROW-NEW PHILCO TABLE TV Advance '59er

Here it is . . . next year's model! Sensational value . . . introduced now, months ahead of schedule, for Philco Day, U.S.A. Brilliant new picture! Graceful new cabinet! Lustrous brass trim! Exclusive Top-Level Tuning! Compact, power-packed 1959 chassis! Latest electronic circuitry, features! Rich ebony finish!

\$189⁹⁵

INCLUDING
BUILT-IN
"PIVOT-TENNA"

\$199⁹⁵ VALUE!



MODEL 1600-MHB

\$159⁹⁵

INCLUDING RECORD CABINET
AND DIAMOND NEEDLE

Famous Philco High Fidelity Reg. \$149⁹⁵

Superb high fidelity in elegant contemporary mahogany finish cabinet. Record storage for over 100 LP albums. "Micro-Mix" changer plays all record sizes and speeds. Advanced electrostatic speaker plus 8-inch woofer. Audio system delivers 10-watt maximum output. Also available in blond finish.

PLUS Record Cabinet \$25⁰⁰
PLUS Diamond Needle \$25⁰⁰

TOTAL VALUE \$199⁹⁵

PHILCO DAY SPECIAL ONLY \$159⁹⁵

You save \$40⁰⁰



MODEL 1600-MHB

BRILLIANT HIGH FIDELITY WITH AM-FM TUNER!

Luxurious French Provincial cabinet. Powerful electrostatic speaker and 10-inch woofer deliver entire audio scale. "Micro-Mix" changer. 15-watt maximum output. Mahogany solids and veneers.

PHILCO DAY SPECIAL \$329⁹⁵

Available in cherry \$339.95

**LOWEST
PRICES
EVER ON
PHILCO**

Slender Seventeenor



\$169⁹⁵
PHILCO DAY PRICE

MODEL 3043

\$159⁹⁵
PHILCO DAY SPECIAL

MODEL 304T

Wonderful savings on America's newest best-seller! Fashion-styled to look stunning from any angle! Finished back! All top controls! Brand-new models! Brand-new colors! New low prices! Equipped with new pull-out "Pivot-Tenna" or with exclusive Philco "Scan-Tenna" handle. Other models in Charcoal blue, gold, and turquoise. 17-inch over-all diagonal measurement, 155 sq. in. viewable area.

PRICES SLIGHTLY HIGHER IN SOUTH AND WEST. UHF SLIGHTLY HIGHER.

NEW 3-WAY PORTABLE RADIO WITH "SCANTENNA"

"Scantenna" handle has dual Magnecor aerials—twice the usual reception power! And for even sharper reception the handle rotates—no need to keep moving the set. Delivers rich, console-like tone everywhere. Sleek, rugged Tapered-Profile case. Finest 3-way portable today!



MODEL 681

NEW ALL-TRANSISTOR SET SENSATIONAL LOW PRICE!

Plays on 4 regular, inexpensive penlight batteries. Fits pocket or purse. Take it anywhere—performs where others fail. Another great advance from Philco—first with the finest in transistors!

PRICES SLIGHTLY HIGHER SOUTH AND WEST.

your choice
\$29⁹⁵



MODEL T-4

BIG SAVINGS ON PHILCO-BENDIX HOME LAUNDRY!

FIRST TIME EVER!

2 SPEEDS! 2 CYCLES! AUTOMATIC WASHER

WITH EXCLUSIVE

"Triple-Duty" Filter-Dispenser

So much more for the money! Only the Philco-Bendix "Lint-free" Automatic guarantees you a cleaner, softer lint-free wash — with the Triple-Duty Filter-Dispenser.

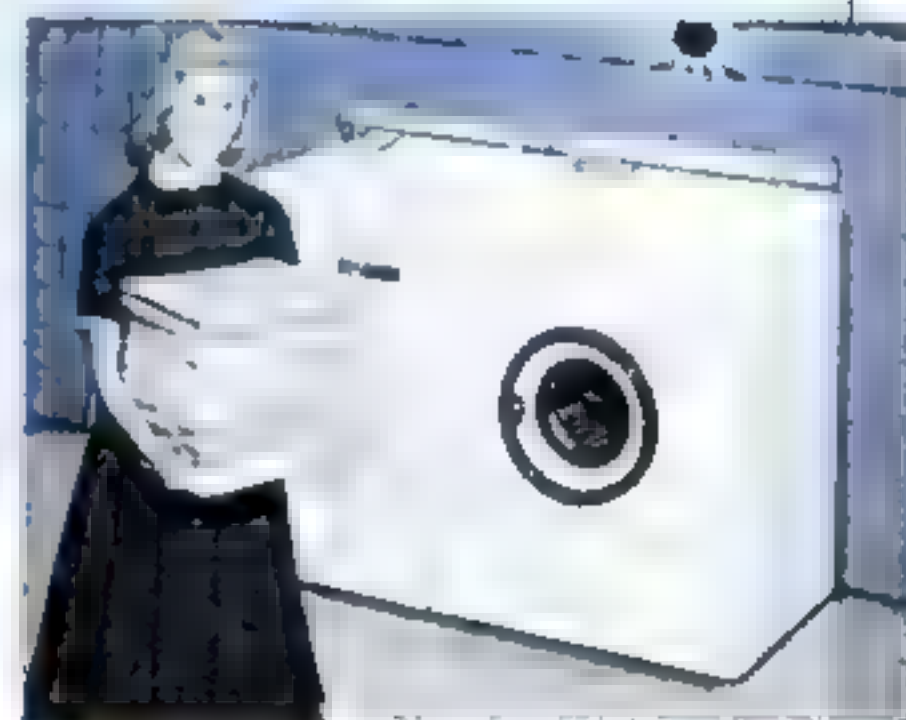
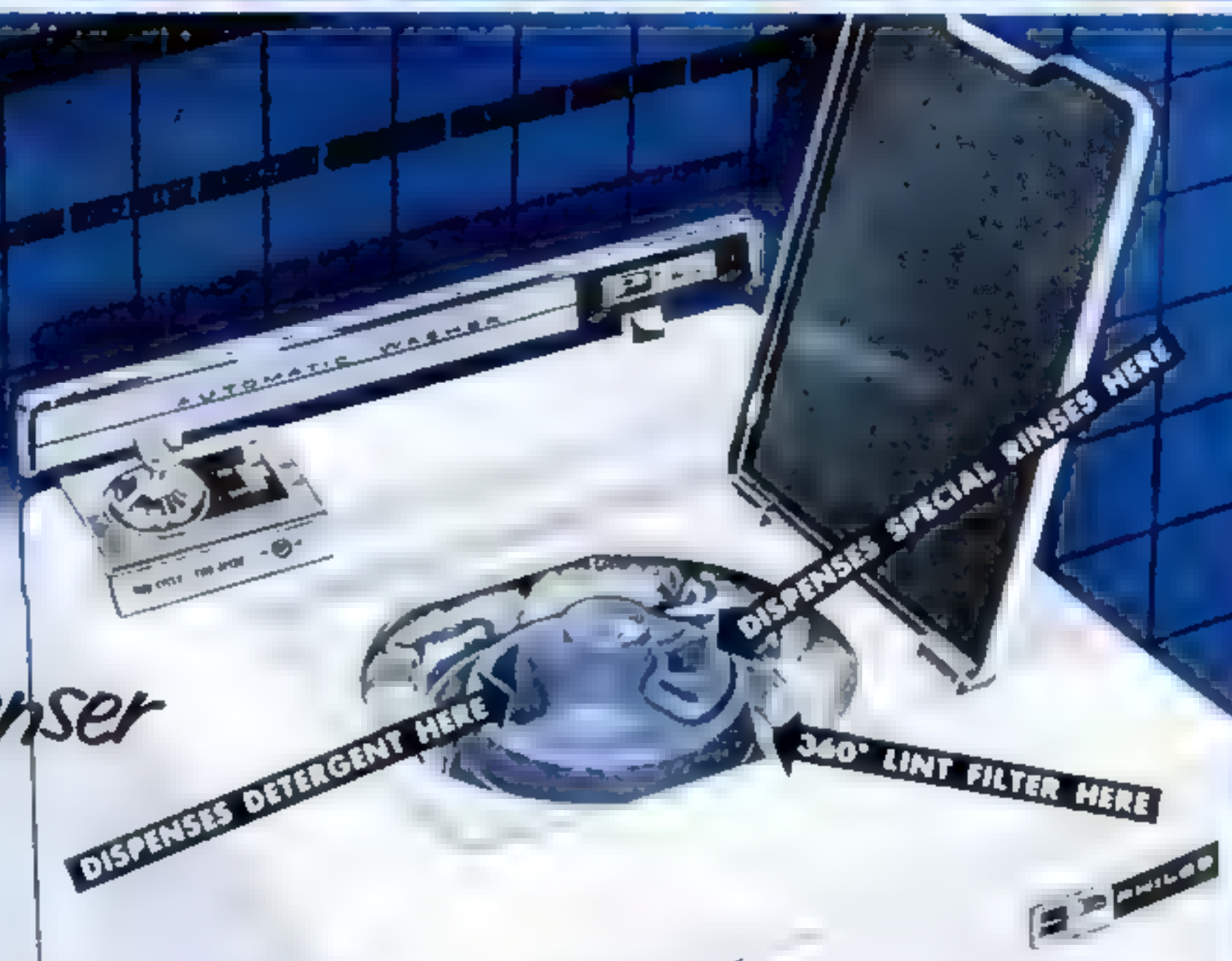
- 1 Automatically filters the water over and over again. Never clogs. Instant cleaning.
- 2 Automatically dispenses detergents, soaps and softeners. Mixes evenly for cleanest results.
- 3 Automatically dispenses bluing, special rinses. Gives fabrics "like-new" finish every time.

Plus: 2 agitator speeds — normal and low speed • 2 wash cycles — one for regular wash and one for special fabrics • Water saver for smaller loads • Lifetite aluminum agitator • Ball Point Balance self-balancing tub lets you wash a 5' x 7' sheeting as easily as a lightweight sheet • Gleaming porcelain top • Beautiful back splash • Five-year warranty on transmission • Terrific value!

Special price for Philco Day, U.S.A.

only \$ **229⁹⁵**

MODEL W 284N



MODEL DE 624

BEAUTIFUL PHILCO-BENDIX "WRINKLE-FREE" DRYER

Sensational value! Pair it up with your new "Lint-Free" Automatic for a complete home laundry. New de-wrinkling feature leaves garments so fluffly and wrinkle-free many need no ironing! Exclusive drying system is safe for all fabrics, makes sorting unnecessary. Fluff dries full load in only 30 minutes. Other top features — automatic safety door, front mounted lint trap, long life heating element.

PHILCO DAY, U.S.A. **\$169⁹⁵**
SPECIAL

The one combination with the
Big Filter Drum!

PHILCO-BENDIX DUOMATIC

WASHER-DRYER COMBINATION

Once you flick the dials, the Duomatic takes over the whole wash-dry job. Big Filter Drum delivers your clothes beautifully clean, fluff-dried, wrinkle-free! 2,880 filter holes eliminate lint, sand, all impurities. Outperforms even separate washers and dryers. "Life tested" for trouble-free service. Full guarantee.

\$4¹¹ A WEEK!

MODEL CE 788



SPECIAL-FORMULA
APPLIANCE POLISH

FREE!



GET YOUR FREE CAN OF POLISH at any Philco dealer displaying this banner! One quick application of this specially formulated polish will give all your kitchen appliances that bright, gleaming "just-bought" appearance. Produces miraculous results on both white and colored surfaces.



Look up
your nearest Philco
Dealer on the
following pages...
and see him today!

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation.

ALASKA

Anchorage Conright's Appl., Phone 5-9555
Fairbanks Herford's, 6641

ALABAMA

Alexander City Sokol Furn. Co., AD 4-3473
Andalusia Electronic Service Co., 344
Anniston Economy Auto Stores, Adam 6-4461
Birmingham Braswell Furn. Co. (all stores)
Birmingham Duke Bros. Furn. Co., AL 1-3194
Birmingham Haverly Furn. Co. (all stores)
Birmingham Jefferson Home Furn., AL 1-1274
Birmingham Marks Fitzgerald Furniture Co.
Birmingham May Stewart Furn. Co., AL 2-8739
Birmingham Sokol Bros. Furn. Co., FA 4-3311
Birmingham Union Supply Co. (all stores)
Birmingham US Pipe Shopping Cntr., AL 2-8194
Cullman Bennett Auto & Home Supply Co.
Decatur Shumake Furniture Co.
Dothan Rimson Furn. Co. 2-5020

Walnut Ridge Rainwater Mfg. & Appl., 4-3161
Warren Hawley Home & Furn. Co.

CALIFORNIA

Alameda Trader Bicknell, 1522 Webster St.
Alhambra Alhambra Appl. Co., 21 W. Main St.
Alturas Gene Smith Appliance Phone 5383
Anaheim Palley's, 599 E. Katella
Arlington Ferraro's, OV 9-5061
Arroyo Grande Fair Oaks Supply, 995 Grand
Atascadero Bower's Appliances, Phone 582
Auburn Kellogg's TV & Appls.
Bakersfield Mitchell and Burk, FA 7-5781
Baldwin Plk. Glazes Home & Auto Supply
Bell Gardens Sims Farm., 7219 Eastern Ave.
Bellflower Signal Stores, 15115 Bellflower Bl.
Burbank Burbank Pibmp. Appl., 3300 Sn. Frnds.
Burbank Clover's Furn. Appl., 625 N. Sn. Frn.
Burbank Dan Miller Co., 3600 W. Burbank Bld.
Central Valley Jack's Trading Post, CR 5-2632

LA Rad's Furn., CA 1-5111
LA Russell Furn., 5500 S. Vrm., PL 3-1688
LA Standard Stores, 9th & Bway, SF Valley
LA Stone Bros., 2110 Sunset Bld., DU 7-8313
LA Stone Radio, 1088 S. Fairfax
LA Stone Outfitting, AN 8-6921
LA Stone's Furn., AN 3-5108
LA Western Appl., 5508 S. Wstrn., AX 1-1171
LA White Front Stores (both stores)
La Jolla Barnes Radio Service, GL 4-2525
La Puente ICC Warehouse, Edgewood 3-1276
Lamont Richards Furn. Co., FU 3-1211
Lason Ed's Furniture Mart, Walnut 3-4930
Lawndale Rand Furniture, OS 6-2291
Lemoore Warner Radio TV, OR 7-1019
Long Beach Adair's, HE 2-4426
Long Beach Beghials Furn., HE 7-6010
Long Beach Bonds Appl., HE 6-7530
Long Beach Berks TV, HE 5-6303
Long Beach Dixie Stores, GA 3-5424

San Diego Ace Appliance Service, CY 5-3132
San Diego Clairmont TV Sales, BR 6-1321
San Diego Dryer's Furniture Co., BE 3-6421
San Diego Firestone Stores (all stores)
San Diego Home Appliance Co. (both stores)
San Diego Red Sparks Fr. & Appl., BR 6-1221
San Diego Union Furn., 5454 El Cajon Blvd.
San Diego Whitney's Dept. Store (Downtown)
San Fernando San Fernando Trading, Post 5F
San Francisco Belview TV Appl., JU 4-7207
San Francisco Dale Co. (Chinatown)
San Francisco Firestone Stores (all stores)
San Francisco Hales (all stores)
San Francisco J. M. Long, Crystal Palace Mkt.
San Francisco Marvel TV, North Beach
San Francisco Peninsula TV, Daly City
San Francisco G. Petersen & Sons, MI 7-9080
San Francisco Gen. Strommaier, MI 7-0234
San Francisco United TV, 24th & Bryant Sts.
San Francisco Young Bros. TV & Appliance

Bristol Young's Appliance, LU 3-8242
Danbury New England Furniture, 150 Main St.
Hartford Aetna Radio & Appl., 1191 Main St.
Hartford Atlantic Sales Co., 1951 Park St.
Meriden Liberty Stores, 60 W. Main St.
Moosup DV TV Sales, Service, Logan 4-9186
New Britain Birnbaum Furniture Co., 381 Ma
New Haven Greenberg Bros., 900 Grand Ave.
New Haven Harlock's, 75 Orange St.
New Haven Lincoln Furn. Co., 493 State St.
New London Kenn Radio & TV, 545 Colman St.
New London Schwartz Furn. Co., Gibson 3-3034
Norwich Al Abrahams, 9 Water St.
Norwich Goldberg Inc.
Norwich Leader Stores, 239 Central Ave.
So. Norwalk A. J. Collins Furniture Co.
Stamford P. Sabini & Co., 175 Pacific
Torrington Tip Top Stores, Hunter 9-6759
Waterbury Conn. Lincon. Store, Plaza 4-5501
Waterbury Mac's TV & App., Plaza 6-8101



PHILCO DAY U.S.A. Starts April 25th....

Enterprise Stewart's Radio & TV, 204J
Fairfield Wiloughby Furn. Co., ST 8-5627
Florence Lord Electric Company
Gadsden Economy Auto Stores LI 6-9211
Gadsden Rains Radio & TV, LI 6-5446
Gadsden Rhodes Furniture Inc. (all stores)
Geneva C. D. Chapman Hdw. Co., 268
Guin Gann's Radio & TV Hospital Tel 2732
Huntsville Marks Fitzgerald Furniture Co.
Huntsville Rhett Woody Furn. Co., JE 6-2424
Jasper Moseley's TV & Appl. Co., FU 4-5472
Laden Wallace Furniture Co., 3402
Marion Lechry Furn. (all stores) MU 3-8161
Mobile Rhodes Inc., HE 2-6561
Monroeville Monroeville Bldg. Sup., 450
Montgomery Caution Furn. Co. AM 3-2876
Montgomery Haverly Furniture Co., AM 2-2731
Montgomery Nix Godwin Furn. Co. AM 3-4228
Montgomery Radio Hosp. tal, AM 4-5386
Montgomery Rush Stallings Inc., 39 Madison
Opelika Browns Home & Auto Sup., SH 5-4644
Oxford Oxford Furniture Co., AD 5-3861
Praville Moncrief's, EM 5-3251
Russellville Russeville Radio Shop
Sheffield Frederickson Yre Co., EV 3-7992
Sylacauga Sokol Bros. Furn. Co., CH 5-4396
Talladega Rutledge Radio & Appl. EM 2-3638
Talladega Sokol Bros. Furn. Co., EM 2-9044
Tallassee Kirby's Appl. Center 2293
Troy Rite Price Appliance Inc., 929
Tuscaloosa Haverly Furniture Co., PL 8-0401
Tuscaloosa Sokol's (all stores) PL 4-4714
Tuscaloosa Tuscaloosa Furn. Co., PL 2-1515
Tuscaloosa West Ala. Furn. Co., PL 4-4681

ARIZONA

Bisbee Miner's Furniture Exchange HE 2-4891
Casa Grande Jim Grady Co., TE 6-7459
Douglas Mester's Radio & TV Service
Flagstaff Boice Baker Firestone PR 4-3942
Glendale Thomas E. Coury Co., YE 7-8314
Kingman Haverly's Appliances, Blue 132
Morenci Joe's Furniture, Townsend 5-2552
Nogales Ace Electric Company, Atwater 7-3781
Phoenix Arizona Furn. Store, AL 3-1393
Phoenix Gandier's Furniture AM 5-3593
Phoenix Retail Sales Furn. Co., CR 4-2024
Tucson Arizona Appliance Mart, Main 2-6478
Tucson Sam Levitz Furn. Co., Main 4-2501

ARKANSAS

Blytheville Hubbard and Son Furn. Co.
Camden Silliman Furn. Co.
Crossett Hanna Furniture
Fordyce Martin Bros. Burlane Co.
Fort Smith Buster Brown General Store
Fort Smith Esquire TV & Appliance Co.
Hazen Reid Radio & TV Co.
Hope Collier Tire & Appl. Co.
Hot Springs Teague Furniture Stores
Little Rock Okla. Tire & Supply Str.
Little Rock Wade Gora Appliance Co.
Manila McKineons
Mondakello Hanna Furniture Co.
Nashville Ruehen's Maytag Store
No. Little Rock Phillips Electric Co.
Paragould Dollins Furn. Co., Phone 6-3080
Pine Bluff Shult's Furniture Co.
Pine Bluff The Main Maytag Co.
Pocahontas Rainwater Furn. & Appl., 2-3273
Rogers Western Auto Asso. Store
Searcy Maytag Sales & Service Co.
Springdale Clark & Eoff Furn. Co.
Stuttgart Jett Cato Furn. Co.
Texarkana Home Furniture Co.
Trumann Guy's Furn. and Appl. Co., Phone 151

Chico Biggers Plumbing, FI 2-7568
Chico Firestone Stores, FI 2-1894
Chula Vista Union Furn. Stores, GA 2-0163
Colton Acme TV, 1298 Mt. Vernon, TA 5-4161
Coasa Coasa Automobile Co., GL 8-2156
Compton AAA Appl. & TV, 12525 Long Beach Bl.
Compton Formans TV Mart, 2001 N. Long Bk. Bl.
Concord Ray Nenson TV, 1853 Colfax
Corona Gunderson's, 706 Main, RE 7-3411
Coronado Bakers Appliances, HE 5-4649
Coronado Jim Cooney's Radio & TV, HE 5-3409
Costa Mesa Harbor Appl. Sales, LI 8-4725
Culver City Paratez, TE 0-8358, EX 7-3708
Delano Wheeler Furniture Co., 2218
Dinuba Dinuba Firestone Store, 269
Dos Palos Dos Palos Furniture, EX 2-2313
El Monte Elmont TV And Appl., 11850 Valley
Escondido Gruenewald & Keith, SH 5-7122
Eureka Everybody's Furn. Mart, HI 3-0941
Firebaugh Moss Sales, OL 9-2297
Fontana Bill Logue, 8565 Nuevo, VA 2-3613
Fresno Acme Furn. Co., AD 3-1447
Fresno Bill's H. & A. Supply
Fresno R. Blackburn, AD 3-7851
Fresno Flak Furn. Co., AM 8-4353
Fresno Mallet TV, AM 8-4344
Fullerton Gold Furniture Co., 210 M. Spadra
Galt Ambrogio's Electric
Garden Grove Int'l Buyers Mart, JE 4-4444
Gardena Thomas Murray Appl., 10407 Red Bld.
Gilroy Kirby Appl. & TV, VI 2-4520
Glendora Windhams, 133 No. Michigan
Grass Valley Bonds Furn. & Appl., Phone 631
Gridley Capelin's TV, Phone 2493
Hawthorne Lloyd Deanes, OS 6-0151
Hemet Hemet Refrigeration, OL 8-2129
Highland M&M TV, 27245 Baseline, GL 8-8164
Hollister Ryan & China TV, ME 7-8545
Hollywood Chaffee's TV, 5546 Santa Monica
Hollywood Muller Bros., Hollywood 7-4111
Huntington Pk. Consumers Furniture & Appl.
Huntington Pk. Green's TV & Appl., LU 3-8195
Inglewood Anthony Bros. Appl. TV, OR 1-7601
Inglewood Mil Zilgitt Appl. TV, OR 8-1333
Inglewood Pacific Furn., OR 7-3823
LA Advance Elect., 4661 W. Pico, WE 8-7241
LA Alben Sales, 5400 So. Vermont
LA Arthur Haven Co., 1600 So. Figueroa
LA Barris Hdw., 3100 S. Vermont, RE 3-1132
LA Berry's Appl. (both stores) AN 1-1220
LA Braverman Bros., 655 S. Labrea WE 6-5211
LA Butler Bros. (all stores)
LA Calif. Appl., 7007 Melrose WE 8-2151
LA Campbell Appl., 2131 Colorado
LA Chase's, PL 4-3117
LA Clovers Crenshaw, 3045 Crenshaw Blvd.
LA D.C. Curbath, 4137 W. Pico, RE 3-6331
LA Dorans House of Miracles (all stores)
LA Farkas Furn., 4426 S. Vermont, AD 3-7203
LA Firestone Stores
LA Friendly Furn. (all stores)
LA Gilbert's TV Appl., AN 1-3147
LA Golds, 1207 E. Washington
LA Gonzalez Bros., AN 3-6733
LA Hadley Furniture Co. (all stores)
LA Helmick's, AM 9-0511
LA Kays Dept. Store 51st St. & Broadway
LA L.A. Popular Furn., AN 1-8181
LA Leo's Furn., PL 3-1473
LA Markson Elec., 3908 S. Wstrn., AX 4-8191
LA Mason's Appl., 414 S. Wstrn., DU 5-2087
LA May Co. (all stores)
LA Midway Fybn., PL 2-3626
LA Platt TV, PL 3-2778
LA Radio Analysis, 9571 W. Pico BR 2-3027
LA Ralph's Furn. Mart, 9122 So. San Pedro

Long Beach Dooleys Hdw. Mart, NE 6-3175
Long Beach Long Bch. Radio & HI FI, HE 6-6550
Long Beach Aaron Schultz Furn., GA 7-5431
Long Beach F.M. Thos. Furn. & App., GA 3-5421
Long Beach TV Drive In, GA 7-3414
Long Beach West Coast Appl., GA 3-8476
Los Gatos El Gato Firestone H&A, EL 4-1230
Lynwood Calif. Marinas, 12113 Long Bch. Bl.
Madera Madera Furn. Co., 1420 Howard Rd.
Manhattan Beach Purdons Appl., FR 2-8453
Manhattan Bch. Village Radio, TV, FR 2-0183
Mar Vista Rich Furn., 12320 Venice Blvd.
Maywood Jackson Furn. & Appl., 5963 Atlantic
Modesto Asbill's, LA 2-9051
Monterey Tinsley C. Fry, FR 5-2651
N. Hollywood Saw On Qual Brands, PO 6-7372
N. Sacramento Woodlake TV, 2200 Del Paso Bl.
Napa Napa Tire & Supply, Baldwin 4-6586
Napa Napa Appl. & Radio, Baldwin 6-6070
Newark O'Mara Home Furnish., 2079 Thornton
Norwalk L&M TV, 11811 Alondra
Norwalk Shaa's TV, 14309 Pioneer
Oakland Drummond's, 8912 East 14th St.
Oakland Firestone Stores, East Bay Area
Oakland Good Housekeeping Shop, 3001 E. 14th
Oakland Hales, 11th & Washington
Oakland House Of Television, 3218 E. 14th St.
Oakland Reeder's Appliance, 6421 E. 14th St.
Oakland Simon Hardware Co., 800 Broadway
Oakland Stuart's, 2525 Telegraph Ave.
Oakland Television City, 2118 Broadway
Oceanside Woolton's Furn. & Appl., SA 2-4779
Ontario Kirkley Appliances, Lyncorn 6-1224
Ontario Stanley And Edmondson (both stores)
Orville Carrier Appl., Lemoz 3-0950
Oxnard Johnson's TV, 339 So. A St.
Pacific Beach Barron's, HU 8-0575
Pacific Grove Bartoli's TV, FR 2-3258
Palo Alto Campus TV & Radio, DA 5-4562
Palo Alto Gregg's TV, 2160 University Ave.
Palo Alto Harvey & Johnson, DA 5-4530
Panorama City Golds, 8252 Van Nuys Blvd.
Panorama City Panorama TV Appl., ST 5-1406
Pasadena Benedict And Benedict SY 5-5881
Pasadena Raymond Furn., 91 No. Raymond
Pomona R and D Sales, 201 E. Fifth St.
Porterville Dependable Furn. & Appl. SU 4-2543
Porterville Wheeler Furn. Co., SU 4-6617
Red Bluff Minch's Appl. Store, Phone 1541
Redding Fleharty's, 1323 Yuba St., CH 1-3513
Redlands Haverly's, 118 W. Citrus, PY 2-3403
Redondo Bch. Redondo Trading Post, FR 2-2141
Redondo Bch. S. Cal. Furn., 2200 Redondo Bch.
Redwood City Anderson's Service & Appl.
Reedley Nachtigall's Home & Auto Sup., 1423
Reseda Firestone Stores, San Fernando Valley
Richmond Palace Furn. Co. 2345 MacDonald Av.
Richmond Wiseman's, 1121 MacDonald Ave.
Riverside Claude T. Jones, OV 3-5236
Riverside De Anza Appliance, OV 6-1670
Riverside Eagle Mt. House TV, OV 4-4435
Riverside Halpern's, 6566 Magnolia, OV 4-3200
Rocklin Scribner's Appliance Phone 2411
Roseville Lenz's TV Appl., 400 Vernon St.
Sacramento Appliance Center GI 3-2965
Sacramento Globe Sales & Service GL 1-5693
Sacramento Grand Rapids Furniture Co.
Sacramento Hales, 13th & K Sts.
Sacramento Sai's Appliance, GI 8-3363
Sacramento Walton's Radio & Appliances
San Bruno Aircraft Furniture, San Mateo Ave.
San Bernardino Cullen Radio 798 W. Third
San Bernardino Hornbrooks, SB 8-6804
San Bernardino Silvers, 525 W. Baseline
San Bernardino Westco Sales, TU 5-8651
San Bernardino White Barne, T. ppe & Central

San Jose Bestel Refrigeration
San Jose Calif. Records City, 125 S. 1st St.
San Jose Gen. Appl. & Furn. Co., CL 8-4944
San Jose Hales 2nd & San Carlos
San Jose Western Appl. Co., CY 7-2440
San Mateo Ross Radio Co., DI 3-4203
San Pablo San Pablo Furn. Co., BE 5-7338
San Pedro Bens TV, TE 6-6451
San Pedro Williams Radio TV, TE 3-1396
San Rafael Ray Home Piano & Appliances
Santa Ana Jesse Appl., KI 3-8348
Santa Ana Lowenstein's, K. 2-1145
Santa Barbara Ferguson's Inc., 701 State St.
Santa Barbara West Coast TV Appl., 927 State
Santa Cruz Berdick's TV & Appliances
Santa Fe Springs Santa Fe Furn., 2923 Orr Day
Santa Monica Bay Cities Appl., EX 4-3049
Santa Monica Carson, EX 3-0131
Santa Monica Cief TV EX 9-3224
Santa Monica Engles TV EX 5-6201
Santa Monica Quali. TV Appl., EX 4-7353
Santa Rosa Moore & Company Liberty 2-4943
Santa Rosa Roy M. Kunz 543 South Ave.
Seaside Paul's Furn. Co., Monterey Peninsula
Sepulveda Central Buyers Mart, EM 4-2291
Shafter Arrow Furn. Co., PI 6-4368
Sonoma Martinson Electric Co., WE 6-4777
South Gate Martin's Radio Center LO 7-1296
Stockton N. Sweet & Sons Furniture
Sunnyvale Peterson Furn., RE 6-6220
Torrance Chucks TV, FA 8-4136
Torrance Liberty Home Appl., FA 8-5410
Torrance TV Studio FA 8-6856
Torrance United TV, FA 8-6006
Tracy Don Nell's TV & Appl.
Tracy Canby's Appliance, MU 6-2879
29 Palms Acme TV Four Corners, FD 7-3691
Van Nuys August Valley Appl., ST 2-6287
Van Nuys Waadt Electric, ST 9-3601
Van Nuys Westside Home Furn. (all stores)
Ventura Mor Gas 2396 E. Main St.
Vista J. Hieronymus TV & Radio, PA 4-3202
Wasco Western Furn. Co., PL 8-6552
Watsonville Pat's Plumbing
Whittier AAA TV Service, OX 6-1719
Whittier Radio Soc. Labs, OX 6-6757
Whittier TV Shop Appl., OX 9-4940
Wilmington Community Furn., TE 4-3672
Wilmington Freds Furn., TE 4-6427
Woodland Woodland Electric Co. K L H gway
Yreka Silverharts Furn., VICTOR 2-4239

COLORADO

Colorado Springs Hatch & Co., ME 3-7738
Colorado Springs Monarch Sales, ME 3-9144
Denver Downings Appliance (both stores)
Denver Friend's Appliance, 52 Broadway
Denver Joslin's Dept. Store 16th & Curtis
Denver Lita's Appliance, 1519 Larimer St.
Denver Price Larson Appl. (both stores)
Denver Robohn Appliance, Englewood
Denver Rusk Hardware, 2960 W. 38th
Denver Watkins Furniture, 1563 Larimer
Grand Junction Colo. Food Prog., CH 2-3082
Greeley Loop Furn. & Appl., Elgin 2-3187
Gunnison Knowles Sales & Service, 744
Pueblo Drake Musso Appl. Drive In, LI 2-3232
Pueblo Martin Music, LI 3-0775
Pueblo The Kitchen Co., LI 2-5891
Rocky Ford Dan's Philcoland, 950
Sterling Slickway's Inc. (all stores)
Trinidad Southern Motor Co., VI 6-7711

CONNECTICUT

Bridgeport Geo. B. Clark Co. Inc., 1057 Broad
Bridgeport Radio Serv. Center, 1644 Main St.

DELAWARE

Delaware City Kirks Hdw., TA 4-7711
Dover Boulevard Electric, 5386
Dover Buchanan Service Store
Milford Economy Auto Supply, 8039
Newark Theodore S. Jones, 129 E. Main St.
Selbyville C & E TV & Appl., 578
Wilmington Brandywine TV & Appl., OL 2-1989
Wilmington Central Tire Co., OL 4-0679
Wilmington Colonial TV & Appl., OL 6-9961
Wilmington Rawlins & Kinkade, OL 4-3323
Wilmington Royal Appliance Co., DL 8-6439
Wilmington Stephens Appl. Co., OL 6-5330
Wilmington Stern's, 7th & Market, OL 5-6538
Wilmington Wilmington Howe, OL 2-5826

DISTRICT OF COLUMBIA

Washington A & A App., 7614 Georgia Ave. NW
Washington Dalma Sales, 923 11th St. NW
Washington Discount Sales, 1506 Benning Rd.
Washington Ford's Colony, 6119 Ga. Ave. NW
Washington George's Radio & TV, LA 6-8727
Washington Slattery's, 4309 W. sc. Ave. NW
Washington Standard Tire & Btl., 10th & H. NE
Washington Star Home Appl., 421 20th St. NW
Washington Sun Radio, 21th & E Sts. NW
Washington Todd's, 11th & F Sts. NW
Washington U.S. Merchandise Mart, 1121 14th
Washington Willie W. Ison, 925 F St. NW

FLORIDA

Bradenton Hudson's Repair Service, 3-9631
Clearwater Five Points Electric, 34-7901
Clearwater Towers TV & Air Con. Service
Clearwater Tyne's, 1408 Cleveland
Cocoa Firestone Store, 2185
Coral Gables Jefferson Stores, HI 3-2562
Coral Gables Keene Radio & TV, HI 3-1270
Crestview Hampton's Furn. Stores, MU 2-2744
Cude City De Rosier & Pugh
Dade City Joe Hermann Inc.
Daytona Beach Shinner's Firestone, CL 3-9022
DeLand Honeycutt Electric Co., Redwood 4-4221
De Ray Beach Arcade Electric, CR 8-5641
Fl. Lauderdale Budget Appl., 9 S. Andrews
Fl. Lauderdale Charlie McCarthy, JA 3-4337
Fl. Lauderdale Hord's TV, 629 S. Andrews Ave.
Fl. Lauderdale Jefferson Stores, JA 3-8551
Fl. Lauderdale Payne's Firestone Store
Fl. Lauderdale TV City, 408 S. Andrews Ave.
Fl. Lauderdale Zenolis Appl., 1113 NW 6 St.
Ft. Pierce Gardner Radio and Appl. Co., 844
Ft. Walton Williams TV & Appl. Co., CH 4-3129
Grant Senne's, Hwy. 1, Melbourne 807
Green Cove Spg. Huntley Bros., 3174
Hialeah Palm TV & Appliances, MU 1-1402
Hialeah Penny's TV, TU 7-5523
Hollywood Alton Waite Elec., Phico Bendix
Hollywood TV Center, Blvd. at RR., WA 2-3515
Homestead Snyder Sales & Service, CI 7-0448
Jacksonville Atkinson's Appliances, EL 4-6592
Jacksonville Davis Furniture Co., EL 3-5791
Jacksonville Firestone Stores (all stores)
Jacksonville Gate City Mattress, EL 5-3431
Jacksonville Griffin Bros., EV 7-4340
Jacksonville Main Appliance Cntr., EL 4-8379
Jacksonville Rhodes Inc., EL 3-8431
Jacksonville Setzer's Home Ctrs., PO 5-7792
Jacksonville Beach Firestone Beach Supply
Jensen Beach Martin County Appl. Co., 1220
Key West Pierce Bros. Hdw., CY 6-5922
Kissimmee Parks Furniture Co., 6-2171
Lake City Roy Ward's, Phone 1283

eland.	Firestone Store, MU 7-0472	Atlanta.	Bass Furniture Co., MU 8-5123	Pocatello.	Warehouse Furn. Center, Phone 2153	E. St. Louis.	Ray Weiss Dept. Store, BR 1-0798
eland.	Friendly Stores Inc.	Atlanta.	Brown Radio Sales & Ser., JA 4-0451	Preston.	U & I Furn. Co., 166	E. St. Louis.	Seidel Company, BR 1-2712
eland.	Gable Auto Electric & Appliance	Atlanta.	Carroll Furniture Co., JA 1-2001	Twins Falls.	Anderson's, RE 3-5561	Elgin.	Kimball Furniture, Sherwood 2-1560
eland.	Tyree's, 228 S. Fla. Ave.	Atlanta.	Economy Auto Stores (all stores)	Twins Falls.	Wilson Bates Appl. Stores	Elgin.	Spaldings, Sherwood 1-4098
Wales.	Sherman's Service Inc., 2-6661	Atlanta.	Haverly Furn. Co., MU 8-4000			Elmwood Park.	Goldblatt's, Gladstone 3-6600
Worth.	Goodyear Easy Pay Tire, JU 2-6801	Atlanta.	Hodges Appliance Co., JA 5-0526			Elmwood Park.	L. Fish Furn. Co., TU 9-5540
	Weeks Television, 52-4111	Atlanta.	J. J. Haverly Furn. Co., JA 2-5631			Evansville.	Becker's, UN 4-1640
burg.	Boyd's Furn. Mdw. Gifts, N. 2nd St.	Atlanta.	King Mdw. Co., JA 2-3000			Evansville.	Wickboldt's, Davis 8-1000
dison.	Mac's Furn. & Appliance, HU 3-6383	Atlanta.	Mather Furniture (all Ga. stores)			Evergreen Park.	Hudson Ross, Hilltop 5-8686
dison.	Madison Home Center, HU 3-6627	Atlanta.	McClure Appliance Co., TR 6-1335			Forest Park.	Trage Bros., FO 6-4200
me.	Bell's Department Store, PL 7-8411	Atlanta.	Prior Tire Co., JA 2-8866			Freeport.	Noeske Bros. Appliance, Main 120
me.	Firestone Stores (all stores)	Atlanta.	Southern Furniture Co., JA 2-6604			Galesburg.	O. T. Johnson
me.	Frost Television, FR 4-8408	Atlanta.	Sterling Jewelry Co. (all stores)			Geneseo.	Bill Wagle Home Appliance
me.	Goodhousekeeping Store, NE 5-5333	Augusta.	Bentley Bros. Furn. Co., Broad St.			Havana.	Bob & Sommers, 1062J
me.	Jefferson Stores (all stores) NE 3-3461	Augusta.	Economy Auto Stores (all stores)			Highland Park.	Highwood Radio, ID 2-6260
me.	Jerry's Sales Inc., PL 4-8066	Augusta.	Haverly Furn. Co., 719 Broad St.			Highland Park.	J. Blumberg, ID 2-9400
me.	Archie Jones & Son Inc., FR 1-4708	Augusta.	Rhodes Furn. Co., 1241 Reynolds St.			Hillside.	Goldblatt's, Linden 4-7700
me.	Jordan Marsh, FR 4-7251	Augusta.	Tompkins Music Co., Bth St.			Hubbard Woods.	Petit Bros., Winnetka 6-1288
me.	Miami Furniture Company, FR 4-2631	Avondale Est.	Dee Bailey Elec. Co., DR 7-3533			Irving.	Wickboldt's, National 5-8800
me.	Rhodes Furniture Company, FR 4-3195	Bainbridge.	Georgia Electronics, PH 2-271			Jacksonville.	Paul's TV, Chestnut 5-8318

Buy and Save at These Philco Dealers



me.	Shelley's City, PL 1-1676, Ext. 26	Brunswick.	Whittle Furn. Co., 1325 Bay. 567	Canton.	Fredman Furniture Co.	Jerseyville.	B. J. Schroeder Appl.	Fort Wayne.	Frank's, Anthony 9221
me.	Southern Furniture Company, PL 1-1638	Calro.	Simptery & Stubbs, PH 2-7982	Carbondale.	Rhodes Burford Hf. Co., 7	Joliet.	Goldblatt's, Joliet 6-5411	Fort Wayne.	Reliable Store Inc., A-9128
me.	W. L. Butler Elec. Contr., 3467	Canton.	Jones Mercantile Company	Chicago.	Adam Furniture, RE 5-4300	Joliet.	Polk Bros., Joliet 7-2626	Garrett.	Chas. Ort & Co., 42
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Alan Radio & Appl. Co., GR 2-3800	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Better Living Inc., TU 7-4966
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	American Furniture, HU 6-5000	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	L. Fish Furn. Co., Turner 6-9234
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Amel Radio, LO 1-0300	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Arbel's Inc. (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Backlund Radio & Jewellers, AL 2-1200	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Bay Furniture, RE 4-4855	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Bee Jay Stores, WH 4-3253	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Benson Music Shop, AU 7-1650	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Bene Appl. & Furn., SE 7-0300	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Bos. F. Burdick, CA 5-7238	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Chambers Radio, GR 7-2844	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Chelton Radio, BR 1-6606	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Crittendon's Inc., Longbeach 4-2250	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	District Wholesale, LA 3-7788	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Emergency Radio, AV 7-2404	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	L. Fish Furniture Co. (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	GI TV & Appliance, TU 9-2800	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Glasser Furniture & Appliance	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Goldblatt's (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Grove Furniture Co. OA 4-7200	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Guarantee Electric, BI 7-3333	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	E. A. Gellison & Co., ES 9-2241	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Harvey and Brody, OA 4-1100	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Hollands Inc., EN 4-0100	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Hudson Ross (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Jackson Furniture, LI 9-2260	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	J. V. Lysak Furn. & Appl., RO 2-6101	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Larimer Radio, Kildare 5-3257	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Lindone Appliance, PR 6-4545	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Lucas Appliance, ES 8-4400	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Lurie Bros., Juniper 8-1040	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Mandel Bros. Warehouse, SJ 7-3674	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Mandel Bros., State 2-1500	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	S. Moziński, HA 1-6498	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Nelson Bros. (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Northern Home Furn., MI 2-7343	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Neuman Furniture Co., MO 6-0904	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Oakley Furniture, MO 4-1920	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Polk Bros. (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Prillkin Furniture Co., MO 6-1075	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Public Furniture, CA 5-5757	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Radio Surgeons, RE 1-6262	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Rak's Radio & Appl., BE 7-4142	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Reliable Furn. Co., Kenwood 6-3778	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Reliable Furniture, HY 3-6234	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Schaller Bros., HI 5-8800	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	M. J. Schwenk Furniture, LA 1-8580	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Softis Radio Appl., HE 4-9200	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Spiegel Inc.	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Top TV Sales & Service, GR 7-4145	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Town Of Lake Utilities, HE 4-9200	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Tri Par Radio, AN 3-2585	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	West Town Appliance, BE 7-4684	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Wickboldt's (all stores)	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Windsor Radio, 4919 W. Irving Park	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Wolf Farm, LA 3-3636	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Irv Wolfson Co., CO 7-7828	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Wolsky Bros., WE 6-0085	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Christopher	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Star's Appliance, 80	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Voss Radio, OL 2-9036	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Elkins Inc., Phone 202	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Home Furn., Dickens 4-5123	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Weilbacher & Sons Inc., BU 1-2171	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Moats TV, Crystal Lake 1783	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Meis Furniture Co., Phone 1827	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Freeman's, Phone 2-2732	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Lin & Scruggs Dept. Store, Ph. 4261	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	TV Tom, Phone 8-4393	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Gordon Hardware	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Downers Grove Downers Grove Main Appl., 4545	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Dundee Electric, Hazel 6-3212	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522
me.	W. L. Butler Elec. Contr., 3467	Canton.	North Canton Store	Chicago.	Rhodes Burford Hf., BR 1-6654	Kankakee.	Swanell Hdw. & Appl., KA 3-6624	Gary.	Goldblatt's, Turner 3-8522

IOWA (cont-nued)

Jefferson .. Balier Auto Supply, EV 6-2213
 Milford .. Smith Furniture, 6931
 Moline .. Iowa Illinois Gas & Elec. Co.
 Ottumwa .. Iowa Illinois Gas & Elec. Co.
 Ottumwa Meyer's Quality Hdw., MU 4-6547
 Perry .. Brown Home & Auto Supply
 Shenandoah Hamm's Ruby Appl. Co., Ph. 1028
 Sioux City Beane Pkg. & Appl. Co., PH 6-7374
 Sioux City .. Gibson Home Appliances, 5-8943
 Sioux City .. M. H. Skiloff Co., Phone 5-0281
 Spencer .. Nielsen's Tire Company, 187
 Waterloo .. Norwich Fur Co., Adams 4-5581

KANSAS

Abilene .. W. W. Smith and Sons, 1917
 Baxter Springs .. Randall Furn. & Appl.
 Clay Center .. W. W. Smith and Sons, 97
 Colby .. Colby Appl. Center, HQ 2-2851
 Dighton .. Farmers Coop and Oil Supply, 66
 Dodge City .. Mulin Furniture, Hunter 3-4165
 El Dorado .. Jellison Appliance
 Emporia .. Haynes Hdw.
 Emporia .. Phil Woodbury Radio TV Appl.
 Garden City .. Mullin Furniture, Bridge 3-3302
 Great Bend .. Mullin Furniture, GL 3-7866
 Hays .. Home Furniture Co., MA 4-2589

Wheelwright .. Inland Steel Company
 Whitesburg .. J. Clyde Frazier
 Winchester .. Winchester Electric, 730

LOUISIANA

Abbeville .. Morant Furniture, TW 3-5204
 Alexandria .. Hemenway's, 3rd at Jackson
 Alexandria .. Modern Appliance Mart, 3-6383
 Bastrop .. David Soyder Furn. and Appl., 900
 Bastrop .. Harry Homer Firestone Store, 4
 Baton Rouge .. Barnett's Inc., Plant Road
 Baton Rouge .. Hemenway's, Elgin 6-1311
 Baton Rouge .. Joy's Furn. Store, DI 4-1511
 Baton Rouge .. Kornmeyer's, Dickens 2-3771
 Baton Rouge .. R & O Furn. & Appl., DI 3-0018
 Bernick .. R. DePrima Hardware & Elec. Appl.
 Bogalusa .. Volume Sales, RE 5-6089
 Coushatta .. Coushatta Motor Co., Hwy 84 and 71
 Covington .. Barnes Furniture Co., 8
 Cut Off .. Lefort's Radio and TV, 4-4716
 DeRidder .. Brown's Appl. & Hdw., 7114
 Denham Springs .. Benton Brothers, 5-2336
 Eunice .. Fred Bellow Home Furn. & Appl.
 Ferriday .. United Furniture Co., 3614
 Franklin .. Kuhlman Beccel Hdw. & Elec. Inc.
 Glenmora .. J. W. Merchant Appliance, PI 8-2245
 Gretna .. Gretna Furniture, Inc., FO 6-3291

Baltimore .. Home Utilities, 119 E. Baltimore
 Baltimore .. Leon Levi, 316 W. Lexington St.
 Baltimore .. The May Co., Howard & Lexington
 Baltimore .. Plymouth Home Eqt., 3907 East. Av.
 Baltimore .. M. Shainitz & Sons, 816 S. Charles
 Baltimore .. 20th Century TV, 724 E. Baltimore
 Bel Air .. Lutz's Inc., North Main St., 171
 .. Engies Radio & TV, Phone 1942
 Chestertown .. Don T. Falls Jr., Phone 239
 Cumberland .. L. Bevestein Furn. Co., 2-6430
 Cumberland .. Wolf Furniture Co., PA 4-4040
 Delmar .. Auction City, TW 6-2795
 Easton .. Roger & Barte, TA 2-1200
 Elkmont .. Jodibauer Electric, Phone 282
 Essex Car Mor Co., 442 East. Av., MU 7-4040
 Frederick .. G-R Merchandise Mart, MO 2-4330
 Frederick .. Frederick Melvin M. Engle, 10 N. Carroll St.
 Hagerstown .. Dentler Bros., 42 Semmit Ave.
 Hayre De Grace .. Shaffer's Home Appl., N. Wash.
 Laurel .. Armstrong's TV & Appl. Shopping Center
 Salisbury .. Bill Robertsons Store Gas Sales
 Westminster .. Don's TV & Appl., Balto Blvd.
 Wheaton .. Ray's Appl., 11230 Georgia Ave.

MASSACHUSETTS

Auburn .. Kelly TV & Appliance Co., TE 2-3769
 Ayer .. Gaumont Bros. (all stores)

MICHIGAN

Alpena .. Electric Service and Supply
 Battle Creek .. Alman TV, WO 2-8581
 Battle Creek .. Jerry Rowe Co., WO 8-8135
 Battle Creek .. Kerr's Inc., WO 4-3713
 Bay City .. Modern Home Appliance, TW 3-3564
 Benton Harbor .. Keetlers Appliance, WAL 5-2104
 Buchanan .. Batchelors Appliances, Oxbow 5-5481
 Dearborn .. Taylor Center Appl., CR 8-2120
 Detroit .. Appliance Mart, TU 3-3130
 Detroit .. Bel Air Furn., WA 1-4323
 Detroit .. Benjamin's Appl., 15210 Liverno's
 Detroit .. Bruno Appl. Co., Tuxedo 2-2388
 Detroit .. Central Outfitting Co. (all stores)
 Detroit .. Crowley's, Gratiot & Farmer Sts.
 Detroit .. Farris Bros., 4303 14th, TE 2-5373
 Detroit .. Federal Dept. Stores, TO 9-7100
 Detroit .. Fudold Appl. Co., Venice 9-3215
 Detroit .. Otto Grunewald and Son, LA 1-1400
 Detroit .. S. S. Mough Co., 2111 Paritan
 Detroit .. International Radio, 7530 Liverno's
 Detroit .. Kay Bee Appl., 17570 Liverno's
 Detroit .. Ned's Auto Supply (all stores)
 Detroit .. Peoples Outfitting Co. (all stores)
 Detroit .. Raini Bros. Furn. & Appl. (2 stores)
 Detroit .. Thern Baxter Appl. DR 1944
 Detroit .. Tondryks, 5630 Michigan, TA 5-6050

Minneapolis .. Edlin Television, 3811 W. 50
 Minneapolis .. Firestone S. & A.
 Minneapolis .. Flo Kold Appl. '72, TA 4-87
 Minneapolis .. Friend's Furn. Store, FE 9-45
 Minneapolis .. Gately's, 412 Nicol
 Minneapolis .. Jim A. Kanis, 2923 Hennep
 Minneapolis .. Leader Furniture, 253 Nico
 Minneapolis .. Minneapolis House, 22 So 5
 Minneapolis .. Nicolet Furniture, FE 6-63
 Minneapolis .. Elmer N. Olson Co., FE 2-89
 Minneapolis .. Schoeneckers Inc., PA 1-16
 Minneapolis .. Zephyr Sales, JA 1-36
 Moorhead .. Akin's Electric, 3-05
 Moorhead .. Leo Johnson Furniture Co., 3-13
 New Prague .. Barta Refrigeration, 3
 New Ulm .. Uptown Furniture, Phone 2
 P.pestone .. Strato TV & Marine Service, 123
 Plainview .. Binder Sales & Service, Phone 11
 Red Wing .. Wieman Appl., 419 3rd, DU 8-23
 Redwood Falls .. Gauthiers, ME 7-33
 Rochester .. Nelson Tire & Appl., Allen 9-45
 Sauk Rapids .. Sauk Rapids Hdw. C
 Sebeka .. Lillquist Bros., TE 7-70
 Slayton .. McCormicks, 26
 St. Paul .. Butwinick Bros., CA 2-68
 St. Paul .. Firestone S. & A.
 St. Paul .. Golden Rule, Capital 2-28



PHILCO DAY U.S.A. Starts April 25th....

Humboldt .. Harold's Fur & Appl.
 Hutchinson .. Mullin Furn. & Appl., MO 5-6551
 Junction City .. W. W. Smith & Sons, CE 8-4603
 Kansas City .. Jack Boring's, FI 2-7245
 Larned .. Mullin Furniture, Phone 210
 Leavenworth .. Lee's Furniture
 Liberal .. Mullin Furniture, Main 4-4372
 Lyons .. Crawford Miller, 63
 Neodesha .. Coy Johnson Fur.
 Newton .. Appliance Mart
 Osawatomie .. Bill's TV, PL 5-2635
 Osawatomie .. Kansas Bill's TV
 Ottawa .. Keen Company, 114 S. Main
 Pittsburg .. D'A bertini Furn. & Appl., 4346
 Pratt .. Mullin Furniture and Appl., GR 2-5571
 Salina .. W. W. Smith and Sons, TA 7-7231
 Topeka .. Capital Super Service
 Topeka .. Midwest Appliance Co., FL 7-0364
 Wickenburg .. Paul Rupp Implement Co., 426
 Wichita .. B & G TV & Appliance
 Wichita .. Jenkins Music Co.
 Wichita .. Okla. Tire & Supply Str

KENTUCKY

Ashland Big Sandy Furn., 1624 Greenup Ave
 Bowling Green .. Simpson Furn. Co., VI 2-7624
 Columbia .. Columbia General Appl., FU 4-4191
 Corbin .. Holbert's Furn. Co., Phone 666
 Covington .. Hanser Bros. (all stores) HE 1-7413
 Cumberland .. Cumberland Furn. Co., Phone 50
 David .. Mallory Stores
 Evansville .. Kirby Sales Co., HA 5-3367
 Georgetown .. Mac's Radio & TV, 563
 Grayson .. Grayson Appliance
 Greenup .. Van Hoose Furniture
 Harlan .. Coal City Supply Co., Phone 148
 Henderson .. Hart Sales & Service (both stores)
 Hopkinsville .. The Planters Hdw. Co.
 Horse Cave .. Horse Cave Radio Shop, ST 6-2921
 Lancaster .. Peoples Store, 515
 Lawrenceburg .. Hume & Bryant, TE 9-4994
 Lebanon .. Lebanon Radio & TV, 572
 Lexington .. Jay Dee's, 2-4464
 Lexington .. Pierall's Appliance Land, 4-9850
 Lexington .. Woodland Radio Co., 2-4670
 Louisville .. Don's Hardware
 Louisville .. Baron's Furn. & Appl., ME 4-4421
 Louisville .. Beisler's Appl., EM 8-3414
 Louisville .. Huber Herrick (all stores)
 Louisville .. Ingois TV & Appl., EM 6-4463
 Louisville .. Modern Home Furn., JU 2-1861
 Louisville .. Robert's Appl., SP 6-4696
 Louisville .. Sales Furn Co., JU 2-3887
 Louisville .. Tri City Radio & TV, EM 3-4211
 Louisville .. Youngs Hdw., ME 7-1542
 Madisonville .. Kingdon Appl. Co., TA 1-3646
 Mayfield .. Olive and Cook Furn., 239
 Mt. Sterling .. Williamson Furn. Co., 345
 Newport .. Ray Gerner Appl., 316 E. 10th St
 Owensboro .. Tewell's Auto and Furn. Co. Inc.
 Paducah .. Mercer Super Service, PH 3-1050
 Pikeville .. Modern Appliance
 Princeton .. Woodruff TV and Appl., PH 5040
 Richmond .. Tevis Radio & TV, 597
 Russellville .. Hickey Stevall TV & Appl. Center
 Scottsville .. Bill's Auto Store, 370
 Shelbyville .. Joe St. Charles & Son, 96
 Somerset .. Edgar Johnson Jr Hdw., 1578
 Springfield .. E. W. Bates Co., 3413
 West Liberty .. Home Supply Co.

Houma .. G. G. Marcel & Son (all stores)
 Houma .. Johnny Rizzo Furn. Inc., 5621
 Kenner .. Bob Soule Furn. & Appl.
 Lafayette .. Butcher's, Center 9-5564
 Lake Charles .. Ed's Radio & TV, GR 7-2610
 Lake Charles .. Lake Chas Hemenway's, 2012 Ryan, ME 9-9096
 Leesville .. Hemenway Furn. Co., 2861
 Many .. Hyde Sales & Service, Natchitoches Hwy
 Marksville .. Montgomery Furn. Co., 4101
 Minden .. Minden Finchers Furn. and Appl., FR 7-4366
 New Iberia .. Patin's Tire & Appl., 4-4111
 New Orleans .. Alexander's TV 5-222
 New Orleans .. Barnett Furn. Co. (all stores)
 New Orleans .. Berner's Appliances, TW 9-4566
 New Orleans .. Comeaux Appl. Center, JA 5-7142
 New Orleans .. D. H. Holmes Co., Ltd., YU 6611
 New Orleans .. Galle Furn. Co., WH 3-6636
 New Orleans .. Joy's Furn. Store, JA 2-6101
 New Orleans .. Krauss Co., MA 3311
 New Orleans .. Labiche's, TU 6431
 New Orleans .. Lipscomb Appl., GA 3155
 New Orleans .. Maison Blanche (all stores)
 New Orleans .. Morice's Furn. Store, Marrero
 New Orleans .. Morris Kirschman, WH 7-9941
 New Orleans .. Perry & Rosenbohm Furniture
 New Orleans .. Riverside Stores (all stores)
 New Orleans .. Romain, Magnolia 6463
 New Orleans .. Rosenberg's TU 3232
 New Orleans .. Warehouse Sales, MA 1271
 Oakdale .. Family Furniture, 20
 Pineville .. LaCroix Service and Appl., 2-3022
 Pleasant Hill .. Brown Pkg. & Elec., 6-3130
 Shreveport .. Cahn Electric, Inc., 708 Milam
 Shreveport .. Hawerty Furniture Co., 616 Milam
 Shreveport .. Hemenway's (all stores)
 Shreveport .. Holley's, 2701 Greenwood Road
 Ville Platte .. Rozas Furn. & Appl., 2451
 W. Monroe .. Firestone H. & A. Supply
 W. Monroe .. Trenton Appliance Co., FA 3-7725
 Zwolle .. L. Lefkowitz, 2311

MAINE

Auburn .. Snow's, 4-5748
 Augusta .. Pomeroian's, MA 3-3549
 Bangor .. Friedman Furniture Co., Phone 2-5523
 Bangor .. Geo. W. Brown, Tel. 6209
 Bangor .. Hathorn Auto Sup. Co. Inc., Tel. 6476
 Bangor .. Bangor Home Radio and Furn. Co., Tel. 2-6011
 Brunswick .. Fortin's Furniture
 .. Down East TV
 Caribou .. Nelson J. Gagnon, 2-0871
 Fort Kent .. Gerard J. Bochard, Tel. 422
 Kittery .. Andrews Electric, ID 9-9012
 Lincoln .. Lincoln Home and Auto Inc., 4-2791
 Milbrook .. Fuller Furn. Co., Park 3-8252
 Ogunquit .. Adams Radio Service, Wells 65W
 Old Town .. Burgoyne and Clukey, 7-5791
 Portland .. Maine Hardware, SP 3-4753
 Portland .. Snow's, SP 2-4655
 Portland .. House-Sherman, Phone 721
 Skowhegan .. Graffano's Inc., GR 4-3343
 Skowhegan .. Knowles & Dressel, Tel. 7-2021
 Washburn .. Easters Inc., 2011
 Waterville .. Drapeman's, TR 2-5535
 Westbrook .. Porell's Appliances, UL 4-4511
 Windsor .. Massey's Store, So. China 282

MARYLAND

Baltimore .. Appl. Discount Center, MU 7-4637
 Baltimore .. Boone Appliance, 1538 N. Pulaski

Boston .. Bass Electric Co., LI 2-6363
 Boston .. Brian's TV & Appliance Co., LI 6-5621
 Boston .. Gerry Furniture Co., LI 2-3210
 Boston .. Goldchrist Dept. Store (all stores)
 Boston .. Magee's (all stores)
 Boston .. Reliable Supply Co., HA 6-8568
 Boston .. Rockford Furniture Co., LI 2-8325
 Bridgewater .. Erie's Appliance Co., OW 7-2019
 Brighton .. J. F. Conaty Electric, ST 2-3300
 Brockton .. Robinson Home Appliance, JU 7-0233
 Brookline .. Transvision T V, LO 6-4323
 Cambridge .. Herndon Radio Co., EL 4-8515
 Cambridge .. Lechmere Sales Co., UN 4-2700
 Cambridge .. Moller's Furniture Co., TR 6-0240
 Chelsea .. Eli's Radio & TV, CH 3-4119
 Chelsea .. Seeley Radio & Appliance, CH 3-3271
 Chicopee .. Rucki's of Chicopee, LY 8-8321
 Dorchester .. Reardon Sales Co., GE 6-0200
 East Boston .. Day Square Radio, LO 7-0306
 Everett .. D. A. Petricca Co., DU 7-5464
 Fall River .. Adaskin's Furn., OS 7-9331
 Fall River .. Kaplan's Furn. Co., OS 6-8571
 Fall River .. Lion's Inc., OS 7-9451
 Fitchburg .. Central Hardware Co., 3-6944
 Fitchburg .. Isabelle Hardware Co., 3-4122
 Framingham .. Garino Music Co., TR 5-5969
 Franklin .. Franklin Furniture Co., Tel. 479
 Gardner .. Gardner Appliance Co., Inc., Tel. 84
 Gloucester .. Parthurst TV, Tel. 34
 Gloucester .. Sanders Jewelers, Tel. 3756
 Gloucester .. Modolo Bros., 900
 Greenfield .. L. A. Kohler Co., Prescott 3-7575
 Haverhill .. Gobbi & Reynolds, Drake 2-3381
 Holyoke .. Epstein Furniture, 443 Main St.
 Holyoke .. Rucki's of Holyoke Inc., JE 3-3969
 Hudson .. Poplin's, 475
 Ipswich .. Met Furniture Co., UN 4-9810
 Lawrence .. John's TV & Radio, MU 3-3780
 Lee .. Lee Electric Shop, 189R
 Leicester .. Radio Electric Service, 4-4616
 Lowell .. Gaumont Bros., Glenview 5-5636
 Lowell .. Moller's Furniture Co., GL 8-6341
 Lynn .. King Radio & Furniture Co., LY 5-4130
 Lynn .. Modern Television Center, LY 8-3728
 Marshfield .. Marshfield TV & Radio, TE 4-7510
 Medford .. M. Agostino, EX 5-3308
 Melrose .. City TV & Appliance, HO 5-8250
 Milford .. Milford TV & Appliance Co., 3767W
 Natick .. Raider Furniture Co., OL 3-8022
 New Bedford .. Golub Furn., WY 9-6494
 New Bedford .. Kaplan Furn. Co., WY 3-9905
 Newburyport .. Knights TV, HO 5-3313
 Newburyport .. Port Auto Stores (all stores)
 Newburyport .. Sandlers Jewelers, HO 5-9452
 Pittsfield .. Harder Electric, 2-7132
 Plymouth .. Sherman Furn. Co., PLY 1440
 Quincy .. Austin Radio & TV, GR 2-5193
 Quincy .. Kincaide Furniture Co., PR 3-2345
 Quincy .. Robinson Home Utilities, PR 3-0203
 Salem .. Le Blanc Furniture Co., PI 4-3473
 Somerville .. Bay State Appl. & Ref., PR 5-7040
 Springfield .. Bailey Wagner Furn. Appl. Stores
 Springfield .. Carlie's (12 stores)
 Springfield .. Regal Appliance Stores, 1120 Main
 Wakefield .. Cavalier Radio & TV Ser., CR 9-1794
 Weymouth .. Seberman TV, ED 5-6748
 Weymouth .. J. J. O'Donnell Co., Tel. 777W
 Worcester .. Miller Furniture Co., PL 7-6333
 Worcester .. Northridge Furniture Co., PL 6-2486
 Worcester .. Wally's TV & Appliance, PL 6-9583

Dowagiac .. Curtis TV, ST 2-2148
 E. Detroit .. 20th Cent. TV & Appl., PR 5-4532
 E. Jordan .. Sherman Hdw. & Appl., EX 6-2961
 E. Lansing .. Tony Coats Furn., ED 2-3539
 Flint .. Gracelawn Appliance, Sunset 9-9113
 Flint .. Greenleys (all stores)
 Gladwin .. Roy Nestle, Garden 6-9951
 Grand Rapids .. Grand Rapids TV, CH 3-2193
 Grand Rapids .. Hines & Sons Appl., 1215 Fuller
 Grand Rapids .. Morris Bros. Elec., CH 1-5639
 Grand Rapids .. Nawara Brothers, 1000 W. Fulton
 Hamtramck .. Margolis Furn. Co., TR 1-1500
 Hazel Park .. Home of Television, LI 4-5031
 Holland .. Dozeman Refrigeration, EX 2-3249
 Holland .. E. & J. Radio, 211 N. River Ave
 Jackson .. L. H. Field Co., ST 2-0441
 Jackson .. Tony Coats Furn., ST 4-0537
 Kalamazoo .. Sherman TV & Appl., DA 7-6455
 Lansing .. Barker Fowler Elect., IV 2-1355
 Lansing .. Central Stores, IV 7-5988
 Manistee .. Agar Appliance Company
 Mason .. Mason Home Appl., OR 7-5911
 Menominee .. House of Television, Union 3-5070
 Midland .. Wenzel Hardware, Tempie 5-4001
 Midland .. Graves TV & Appliance, Temp 5-4850
 Mt. Clemens .. Sweeney's Phony App., HO 3-8003
 Niles .. May and Mitchell, MU 3-2577
 Northville .. Northville Electric, NO 184
 Port Huron .. Stan Marengo Appl., Yukon 2-6651
 Rogers City .. Arts TV, 6924
 Royal Oak .. Royal Oak Appliance, LI 1-8020
 Saginaw .. The Gately Co., PL 2-4138
 Saginaw .. Godwin's, SW 2-1346
 Saginaw .. Saginaw Exchange, SW 2-1539
 Sandusky .. Keys Radio, 208
 Scottville .. Mattix & Parsons Appliance Co.
 Spring Lake .. Sales & Service, VI 2-1243
 Three Rivers .. Savery & Bogach Firestone
 Traverse City .. Harry's Service Center, 8-8667
 Warren .. Motor City Jewelry & Appl., SL 7-0470
 Watervliet .. Longs TV, IH 3-4131
 Wyandotte .. Metropolitan Furn. Co., AV 2-4222

St. Paul .. Standard Furn., 81 E. 61st St
 St. Paul .. Sundgaard Appl., 1354 56 Selby Ave
 Truman .. Rossow TV and Appl., Phone 16
 Virginia .. Edblom Refrigeration, SH 1-071
 Virginia .. Perpick TV & Appl., SH 1-863
 Wadena .. Merckel Lumber Mills, W Hwy 1
 Waukegan .. Waukegan TV and Appl., Ph. 23
 Worthington .. Thom Hardware, 2-244

MISSISSIPPI

Aberdeen .. Harris Radio Sho
 Boonville .. John H. Price
 Brookhaven .. John B. Perkins Furn. Co., 23
 Charleston .. Gunn Furn. Co., 343
 Cleveland .. Appliance Center Inc., Cleveland
 Columbia .. Lawrence's, RE 6-345
 Columbus .. Myers Appl. and Furn., 359
 Corinth .. J. D. Biggers Hdw. Co.
 Crystal Springs .. Cophia Radio & TV Co., 710
 Eupora .. Firestone Home and Auto Supply
 Flora .. John B. Riley Co., 5611
 Greenville .. Clemens Mat. & Furn., Co., 5561
 Greenville .. Queen City Furn. Co., 6264
 Greenwood .. Snyder Tire & Appl. Co., GL 3-4442
 Gulfport .. Rhodes Inc., UN 3-8121
 Hattiesburg .. Jim Bomboy's Service, JU 2-2594
 Jackson .. Pollard Appliance Co., 3-5414
 Jackson .. Rhodes Inc., 3-3594
 Jackson .. Wilkinson's 555 Tire Co.
 Laurel .. Carlos Auto Assoc. Store, 4395
 Laurel .. Easy Pay Tire Store, 3015
 Laurel .. Rhodes Inc., 6372
 Louisville .. Firestone Home & Auto Supply
 Meridian .. Appliance Center 2-2432
 Meridian .. Rhodes Inc., 2-2413
 Merigold .. Charlie Clark, Downlow
 Moss Point .. Hill Furniture Store, GR 5-2063
 Natchez .. Natchez TV & Appl. Center, PH 6891
 Oxford .. Lyles Furn. Co., 25
 Pontotoc .. Bigham Anderson Hdw., Phone 2071
 Port Gibson .. Sherman Furniture Co., 251
 Quitman .. C. E. Sellers Appliance Co.
 Ripley .. Firestone Home and Auto Supply
 Starkville .. Lee's Radio, & TV, 976
 Tupelo .. Gray & Taylor
 Tupelo .. Marlin Cooke Co
 Vicksburg .. Wells & Lohate, 2841
 Webb .. Webb Service Sls., FR 5-8761
 West Point .. Firestone Home and Auto Supply
 Yazoo City .. Johnsons Furn. Store

MISSOURI

Arcadia .. Deagon's Store, 271
 Belton .. Catron Appliance
 Bloomsdale .. Ripps Garage & Service
 Bonne Terre .. Bonne Terre Hdw. & HF Co
 Cape Girardeau .. Simpson Appl. Co., 5-814
 Centertown .. Vic Wilthaus, 31
 Charleston .. Charleston Electric, MJ 2-3901
 Clinton .. Ballard Appl. & Sprtg. Gds., 721
 Dexter .. Bennett Appl. Co., 52
 Doniphan .. Roberts Bros., Ph 6-4421
 Farmington .. Stell Furn. & Appl.
 Florissant .. Matteson TV Service
 Fulton .. Estes Hardware, 141
 Hannibal .. Missouri Compton Appl. 3571
 Jackson .. C. H. Sander Sales Co
 Jefferson City .. Tennyson's Home Furn., 5-410
 Jennings .. Fleck Appl. Center, Jennings 8631
 Kansas City .. Jack Boring's, WE 1-6501

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NORTH CAROLINA (continued)

Lexington Shoaf Ways de Furn., CH 6-5991
 Lumberton Lumberton Appl. Co., RD 3778
 Murfreesboro Murfreesboro TV Center, 4562
 No. W. Keesboro. C & C Furn. Co., PH 916R
 Raleigh Carriers Inc., TE 2-4163
 Raleigh Kimbrells, (all stores) TE 2-7739
 Raleigh Rhodes, Inc., TE 3-5541
 Rowland Rowland Motor Co., 3582
 Rural Hall Clark Kiger Furn. Co., WO 9-2491
 Salisbury Young Hdw. & Electric Co., 925
 Shalotte Kings Electric Sales Co.
 Statesville Blackweiders (all stores) TR 3-3246
 Tarboro Marro Pitt Hdw. Co.
 Taylorsville Ruffys Radio Sales & Service
 Washington Jefferson Gas Appl. Co.
 Wilmington Bridgers Trading Co., RO 3-1638
 Wilmington G. Stein Furniture Inc.
 Windsor G. T. Davis & Co., PE 4-2362
 Winston Salem B & O Furn. Co., TE 2-6542
 Winston Salem Glanard's, 200 No. Main St.
 Winston Salem Cockerham & Calaway Furn. Co.
 Winston Salem Maverty Furn., 550 N. Liberty
 Winston Salem State Furniture Co., PA 2-1131
 Winston Salem Tedrow's TV, PA 3-1051
 Winston Salem Winston Furn. Co., PA 4-5531

NORTH DAKOTA

Bismarck Hanson Furniture Co., Cap 3-2565
 Devils Lake Keating Furniture Co., 390
 Dickinson Bogner Appliances, 2425
 Ellendale H. B. Maytag Co., Filmore 9-2383
 Fargo Mitchell's Broadway Appliance, 2-1763
 Grand Forks Barga n Barn, 4-4603
 Minot Keating Furniture Company, 6-1137

Fronton Derfeld Appliance, 4608
 Fronton Goldcamp's Hdw. & Furn. Co., 45
 Jackson Hess Brothers, 11
 Lancaster Stewart Bros. Alban, OL 3-1531
 Laura Roark Furn. Inc., TE 6-5162
 London Ballenger's Dept. Store, 461
 Marietta Hall Brothers, FR 3-3754
 Marion Loeb Furn., 2-0537
 Martins Ferry Rudners (all stores) ME 3-1014
 Marysville McAuliffe Brothers, 2-2891
 Massillon Community Store, 2922 Linc Way NW
 McConnelville Morgana County Co., 2011
 Middleport Foreman & Abbott, 6284Y
 Middletown Traders Mart, GA 2-6359
 Mt. Vernon Home Elect, EX 2-3806
 Niles Mauro Sales & Service, OL 2-2341
 Paulding Fisher's Appl. Store, 4021
 Piqua Piqua Appliance Sales, 2939
 Plain City Jackson Furn. & Appl., 3-2373
 Pomeroy Associated Radio & TV, 254J
 Portsmouth Samuel Levi & Co., EL 3-3173
 Salem Salem Appliance, ED 7-3461
 Sandusky Brownworth Electric & Furniture
 Shawnee Hannah Bros. Furn., 4-2358
 Shelby Strop & Cornell, 17 E. Main St.
 Sidney Flatts Electric, NY 2-6430
 Sparta J. M. Kessler Appl., EX 3-2196
 Springfield Bowman's Good Hsepg. Shop
 Springfield Dawson Ripley Co., FA 3-9788
 St. Paris St. Paris Furn., Juno 3461
 Steubenville Brody's Furn., AT 3-3653
 Struthers Kochis Electric Co., PL 3-2611
 Sunbury Holte Elect., WO 5-3911
 Tapp City P. W. Wampler Appl., 2155
 Toledo Cliff Clark's Home Appl., 4308 Moore

Tulsa Harvard Furniture, WE 9-9988
 Tulsa Olla Tire & Supply Store
 Vinita Ellis Imp. Co.
 Wagoner Taylor & Co.
 Walters Morrow Appliance, Phone 156
 Watonga Lay Hardware, Phone 82
 Waveria Hillery Hardware, Phone 43
 Weatherford Lockstone Furniture, Phone 53
 Woodward Sooner Furniture, 1200

OREGON

Astoria Alladin Electric
 Coquille McCleary's Phone 101
 Corvallis Star Trading Center, PL 3-4765
 Dallas Crider's Dept. Store, Green Stamps
 Eugene Lyons Furniture
 Eugene The Bon Marche Diamond, 5-0111
 Grants Pass Ruffing's Radio & TV
 Hood River Ted Hackett's TV & Appl., 4522
 Klamath Falls Merit's Appliance, TU 2-3429
 Lakeview Arrow Plumbing & Htg., WH 7-3651
 Madras Treat Plumbing Co., Madras 2376
 McMinnville Furniture Mart, Green Stamps
 Medford Conroy's Appliance, SP 3-5433
 Monmouth Monmouth Furniture Green Stamps
 Pendleton C. C. Anderson, Crestview 6-5911
 Portland Byron's Home Furn., BE 2-0234
 Portland Chuck's Refrigeration, PR 1-1157
 Portland Family Appl. Ctr., 4316 NE Hancock
 Portland Match Schwarz Inc., 2626 NE Union
 Portland Petrie's, CA 7-0431
 Portland Smith's Home Furn., BE 4-9351
 Roseburg Horn's Appliance OR 3-5518
 Salem Yeater Appliance Co.
 Silverton H. L. Stiff Furniture Co.

Erie Duggans Service & Appl. PH 2-6795
 Erie Kaldwa Supply Phone 2-2373
 Everett Clark's Appliance & TV, Everett 553
 Export Export Home Appliance, Export 141
 Franklin Galbraith's, ID 2-5917
 Glenside Marbell Furn., Easton Rd. TU 6-5500
 Glenshaw Mt. Royal TV & Appl., HU 6-4555
 Greensburg Ohlinger Home Furn. Co., 3200
 Greensburg Weber Furniture, 622
 Grove City Bryer & Rostas, 406
 Halifax Johns Electric Service TW 6-7142
 Hanover Clearview TV Center, ME 7-1809
 Harrisburg Gas Oil Products Inc., CE 6-9397
 Harrisburg Gordons TV & Appl., CE 6-7921
 Harrisburg Kades Furniture, CE 3-3381
 Hatboro C. & C. Supply, 115 York, OS 5-5100
 Hazleton Tower's TV & Appliances, GL 5-0411
 Hellam Theron L. Miller, York 47-3651
 Hollidayburg Wolf Furniture Co., DW 5-3160
 Homestead Hobacks Furn. Appl., HO 3-8211
 Honesdale W. F. Garing Co., 427
 Horkham Moran's TV & Appl., OS 5-3046
 Hummelstown Hoffer's Radio & TV, LD 6-0851
 Huntingdon Iselt's TV & Appl., MI 3-3410
 Indiana The Art Lewis Co., Indiana 5-6931
 Jacobus Bruce V. Smith Inc., Phone 5501
 Jeffersonville Jimmy Ray's Elec., BR 5-6563
 Jewett Dickinson TV & Appl. Phone 853
 Johnstown Logresti Furn. Store, 4-7351
 Johnstown West End Electric Supply, 9-5135
 Kane Benitz Furniture, 44
 Kittanning Merris Furn. Co., Phone 43-1751
 Lancaster Oblander's Inc., EX 4-0587
 Lancaster Stern's, 25-27 E. King, EX 7-8196
 Lansdale Feldis TV App., UL 6-2106

Phila. Peter Sadownik, Saratoga 6-7952
 Phila. Sams Furn. & Appl. Co., HO 2-6992
 Phila. B. & J. Schneider, 2310 N. 29, SA 2-801
 Phila. Shore Bros., 7176 Ogontz, HA 4-444
 Phila. Stern's, Market at Seventh, WA 3-988
 Phila. Temple Appl. & Furn. Co., PO 9-1332
 Phila. Thomas TV & Appliances, FI 2-445
 Phila. Tioga Elect. & Furn. Co., GA 6-4306
 Phila. Treegob's, 4090 Lancaster, BA 2-480
 Phila. Vans Home Equipment, PO 5-878
 Phila. Whitehill, 718 Market St., WA 5-604
 Phila. World Stores, GR 6-949
 Phillipsburg Wolf Furniture Co., DI 2-604
 Phoenixville Levitz Furniture Co., WE 3-7777
 Pine Grove Lee's TV & Appl., FI 5-3200
 Pittsburgh Acme Roofing, Heating, WA 1-821
 Pittsburgh Binstock Jewelers Inc., MU 2-642
 Pittsburgh Compion Refrigeration, HI 1-806
 Pittsburgh Gaymar Company, EM 1-3022
 Pittsburgh George's Radio & TV Ser., Hazle
 Pittsburgh Gmbels Marlon Sq., North Hill
 Pittsburgh Glasser Refrigeration, CH 1-487
 Pittsburgh Mahr Furniture Co. (all 5 stores)
 Pittsburgh May Stern's (both stores)
 Pittsburgh North Side Furniture, AL 1-390
 Pittsburgh Penn Electric, Wilkesboro
 Pittsburgh Pittsburgh Mercantile, NE 1-350
 Pittsburgh Shady Side Electric, MA 1-496
 Pittsburgh Victors Appl. & Furn., EV 1-151
 Pleasantville Suburban Furn. Inc., 756
 Pottstown Levitz Furniture Co., FA 3-450
 Pottstown Joe Beatty Radio TV, Phone 76
 Quakertown Dimmig Electric Inc., KE 6-370
 Quarryville Edgar K. Brown, St. 6-278
 Reading Chiarelli Bros., 4th & Penn St.



PHILCO DAY U.S.A. Starts April 25th....

Valley City Auction City Appl. Center 897W
 Wahpeton Verlin's of Wahpeton, 2-4311

OHIO

Akron A. Polisky Co., 225 S. Main St.
 Akron Bear Furn. Co., 71 S. Main St.
 Akron Home Center Stores 360 E. Water oo Rd.
 Ashland Home Hdw. Inc. 76 E. Main St.
 Ballmora Twin City Frozen Foods, 189L
 Barberton Ohio Furn., 494 W. Tuscarawas Ave
 Beilaire Earl J. Heil Furn., OR 3-6073
 Bechel Dietz Furniture Co., RO 3-4051
 Caldwell Barnhart's Appliance Caldwell 20
 Cambridge Back's TV & Appliance 3-7131
 Canal Winchester Boienbaugh Hdw., TE 7-4324
 Canton Ideal Furn. Co., 400 N. Market St.
 Chillicothe M. N. B. Kings Co., PR 2-6466
 Cincinnati Barkers Appl. UN 1-7825
 Cincinnati May Stern Co. (all stores)
 Cincinnati H. & S. Pogue Co., DU 1-4700
 Cincinnati The John Shilo Co., DU 1-7000
 Cincinnati Solway's (all stores) DU 1-4430
 Circleville Mac's Tire & Appliance, 689
 Cleveland B & B Appl. Co., 14006 Lake Shore
 Cleveland Federal Dept. Stores (all stores)
 Cleveland Janda Furn., 15789 Broadway
 Cleveland Kronheim Furn. (all stores)
 Cleveland May Company, Public Square
 Cleveland Sterling L. Dner Davis, Euclid Ave
 Cleveland F. J. Vyhna Furn. 4842 Broadway
 Cleveland Watkins Furn. Co. (all stores)
 Cleveland West 25th Furn., 2132 W. 25th St.
 Columbus Barry Appl. and TV, BE 3-2395
 Columbus City Furniture, BR 4-2577
 Columbus Glck Furniture Co. (all stores)
 Columbus Gold's Inc., CA 1-2377
 Columbus Gas Greiner, AX 4-4791
 Columbus Ideal Furn. Co., CA 4-8121
 Columbus Luckoff's Dept. Store, CA 8-2411
 Columbus Ohio Furn. Co., CA 1-4454
 Columbus Bill Owens Appl., MU 6-4351
 Columbus Peterfish & Keller Appl., AM 8-6203
 Columbus Spicer Furn. Co., CL 8-9543
 Connecticut Blood's Electric, 31-521
 Corliland Corliland TV Appl., NE 7-3082
 Coshocton McDaniel Appl. Center 2266
 Crooksville Ray's TV and Appl., 9661
 Cuyahoga Falls Home Center Stores, Front St.
 Dayton B & B TV & Appl., BA 3-7000
 Dayton B. N. A. Inc. (all stores) BA 2-8365
 Dayton The Elder & Johnson Co., 111 S. Main
 Dayton Melody TV & Appl., 3016 E. 3rd St.
 Dayton Morris Furn. Co., BA 4-2229
 Dayton Partners Furn. and Appl. 648 Wayne
 Dayton Troy St. Furn. & Appl. 326 Troy St.
 East Palestine City Radio, GA 6-2704
 E. Liverpool Smith & Phillips Co., FU 5-1215
 Elyria Lorain Bear Furn. Co. (all stores)
 Elyria Benton & Super 100 Cleveland St.
 Fremont LaMar Joseph's TV & Appliance
 Galion G & M Electric
 Girard Dave's Appliance, LI 5-9714

Toledo Tiedke's, 408 Summit St.
 Toledo Westwood Appliance 125 N. Westwood
 Toledo Woodville Appliance 2172 Woodville
 Trotwood Trotwood Locker, Dayton, Ohio
 Upper Sandusky U S Implement Co.
 Urbana Barnhart Oil Co. (all stores)
 Urbana Butler's Inc., 3-2322
 Van Wert Pollock Radio & Furn. Co. 3181
 Warren Muller's, 2-0186
 Warren Strouss Hirschberg Appl., 5-9578
 Washington C. H. Jean's Appl. 8181
 West Jefferson Loveless Appl. TR 8341
 Westerville Evans Appl. Super Mkt., TU 2-4167
 W.oughby Home Vacuum & Appl., Last Nation
 Youngstown Gane's Appliance, SW 9-9735
 Youngstown King's, RI 3-3108
 Youngstown Reicharts Furn. RI 4-4163
 Zanetville McBride Appl., GL 2-4282

OKLAHOMA

Altus Bucks Furniture, Hudson 2-4747
 Atoka Enslay Tire & Supply, HU 2-1941
 Anadarko Williams Appliance, Phone 245
 Ardmore Maytag Sales & Service, Phone 3488
 Bartlesville Feltner's
 Blackwell Frazier Furniture 178
 Chickasha Chickasha Furniture & Rug Co.
 Davenport Glenn Nichols Store
 Durant Harrison Radio & Appl., 187
 El Reno Maytag Sales and Serv., 2999
 Enid Jim Brooks TV & Appl.
 Fairfax M&F Appliance & Furn., 70
 Fairview Pratt Furniture
 Hobart Strange Hardware, Phone 27
 Lawton Page's Maytag Stores
 Madill Clark Home Supply 700
 Marlow Brown Electric, Phone 324
 McAlester Appliance Center
 Muskogee Macks Appl., MU 7-7131
 Oklahoma City Big Red Warehouse (all stores)
 Oklahoma City Bruce Wells Furn., GA 7-1956
 Oklahoma City Center Appl. JA 4-9770
 Oklahoma City Jenkins Music Co., FO 5-6331
 Oklahoma City Lees Radio and TV ME 8-1583
 Oklahoma City New Furn. Salvage FO 5-1010
 Oklahoma City OK Furn. & Rug Co. (all stores)
 Oklahoma City Olla Tire & Supply Store
 Oklahoma City Owens Furniture, ME 2-7858
 Pauls Valley Ragsdale Furn. Co., 1848
 Pawhuska Standifer Furn.
 Pawnee Peppers Appl.
 Porter Moody & Co.
 Pryor Meltons Refrigeration Service
 Sand Springs Ringer Furn. Co., CI 5-4590
 Sapulpa Tyler Furniture
 Sayre Curley Maytag Co., Phone 48
 Seminole Rice Furniture Co., 1377
 Stillwater Groom Furniture, 508
 Tishomingo Hamilton Furn. & Appls., 52
 Tonkawa Notes Furniture & Appl., 370
 Tulsa Big Red Warehouse, LU 7-2181
 Tulsa Ellis Home Appl., LU 7-6641

St. Helens Vaughn St. Helens, 909
 Woodburn Le Red TV & Appliance

PENNSYLVANIA

Allentown Hines Matthias Appl. 2801
 Allentown Pittsburgh Mercantile, ES 5-6611
 Allentown Benesch's, 931 933 Hamilton St.
 Allentown Eastern Light, 520 Hamilton St.
 Allentown Hontz's, 214 N. Frank. NE 2-0949
 Allentown Kinzel's Inc., 913 Hamilton St.
 Allentown Kleckner and Sons NE 3-4202
 Allentown Russel L. Priests Inc. EX 5-1992
 Allentown Stern's, 812 Hamilton NE 3-5151
 Allentown Flore's Furn. & Appls., WI 4-7105
 Allentown George's TV & Appls., WI 3-4836
 Allentown Wolf Furniture Co., WI 3-8114
 Barnesboro Wolf Furniture Co., Phone 278
 Beaver Falls Gross Furniture Co., BF 3200
 Beech Creek William B. Kessinger 219 R
 Berks Wolf Furniture Co., EL 5-4788
 Berwick George W. Drasher 5171
 Bethlehem Eastern Light 515 Main St.
 Bethlehem Howard Fox, UN 6-1969 R1
 Biglerville M. L. Ditzler Furn. & Appl., 1854
 Birdsboro Fecera's Furn. & Appl., 143 Cinder
 Blairsville Don Campbell Service, Phone 613
 Bowmanville Allen G. Usser HI 5-4161
 Bradock Famous Dept. Store, BR 1-1450
 Bradock Ohlinger Home Furn. Co., EL 1-3000
 Bradford Clark and Humphrey, Phone 4116
 Bridgeport Harry W. Carson Inc., BR 5-4949
 Bridgeville Miller Wallpaper & Pl., LA 1-6407
 Brownsville Cohen Furniture Co., ST 5-6600
 Burgetsstown Kitty's Appliance, WH 7-9363
 Butler May Stern's, Butler 3-1700
 Canonsburg L & M Distributor Co., SN 5-1922
 Carlisle Carlisle Radio & TV, 696
 Carnegie Hahn Furniture Co., 7 E. Main St.
 Cheltenham Michael's App. Furn., FI 2-8071
 Chester Barr's Jewellers, Market St., CH 4-7307
 Chester M. J. Fred, Chester 3-9161
 Chester Stera's, Fifth & Edmont, CH 3-4141
 Chester Whitehill, 807 Edmont, CH 3-8127
 Cleona Ad Mor Stores Inc., 103 W. Penn Ave
 Coatesville Chertok's, Coatesville 4166
 Coatesville Robert C. Gay, Coatesville 0466
 Collingsdale Stewart Mears, Ludlow 3-6200
 Connellsville Bardette's, Market 8-3525
 Conshohocken Shore Bros., TA 8-3772
 Deer Lake Eckroth's Appl. & TV, EM 6-2201
 Derry Edsall's, Odow 4-2796
 Downingtown Western Auto, Andrews 9-0542
 Doylestown H. A. Pickering & Son, RD 6-8975
 Drexel Hill Levinson Appl., Sunset 9-8769
 Du Bois Wolf Furniture Co., Phone 2999
 E. Stroudsburg L & B Appl., 111 N. Courtland
 Easton Stern's, 126 S. Third St., EA 6281
 Ellwood City Pa. Gen. Sales, PL 8-7522
 Emigsville C. L. Schaefer Appl., York 6-7611
 Ephrata Maurer's Appl. Center, PE 3-2585
 Erie Dawley Appliance, RH 2-3716

Larrobe Hohenbaugh's Keys one 7-5941
 Lebanon Neuman's TV & Appl., 6th & Walnut
 Lebanon Ted Smith Home & Auto Sup.
 Lenhartsville Clarence Leshner JO 2-3377
 Lewisburg Gearheart Radio, TV Ph., JA 4-5695
 Lewistown Lewistown Appl. Centre 8-5652
 McDonald McDonald Hdw. & Pl. WA 6-2201
 McGraw Greble Appliance's, Phone 63-2181
 McKeesport Eddie's TV & Radio, OR 3-5642
 McKeesport Famous Dept. Store, OR 8-0181
 McKeesport Fox Appliance, OR 3-8436
 McKeesport Ohlinger Home Furn., OR 8-8655
 Mercersburg Fred B. Nair, Phone 309J
 Middletown Ad Mor Stores Inc., WH 4-6451
 Millersburg Miller & Rubendall, M'burg 295
 Millersville Wm. H. Brimmer TR 2-8666
 Monessen Burger Appliance Murray 4-6951
 Monongahela Jones Electric, Blackburn 8-6800
 Morrisville L. & G. Electric Co., CY 5-7567
 Muncy Michael Bros., Phone 6-3946
 Natrona Hts. Good Housekeeping Appliances
 Newburg Funky TV & Appliances, GA 3-5255
 New Castle Household Spec., OL 8-6659
 New Castle Perelman's, OL 2-5525
 New Kensington Andy Hall Furn., ED 5-5541
 New Kensington May Stern's, Edison 7-7681
 Norristown McCoy's Music & Elec., BR 2-2323
 Norristown Peoples Furn. Outlet, BR 2-3440
 Norristown Staffano's Furn. Appl., BR 2-5025
 Norristown Stern's 134 W. Main, BR 5-6132
 Norristown S. Weinraub & Sons, BR 2-0290
 Pabli Wm. H. Murray Co., Pabli 1800
 Peckville Orlando TV Appliance, HU 9-5119
 Phila. Aerolux (all stores) TE 9-3700
 Phila. Arcade Sales, 1627 E. Passyung Ave.
 Phila. Barr's Jewellers (all stores) WA 3-0550
 Phila. Mite Blackman, 4034 W. Girard Ave.
 Phila. Bridesburg Home Appl., CU 8-3841
 Phila. Fred A. Brown Co., RE 9-1130
 Phila. Cool Rite, 4817 N. Front, DA 9-5155
 Phila. Di Lacqua Bros., BA 5-4270
 Phila. Ficks TV & Appl., DE 3-7700
 Phila. Goldys Discount House, SA 2-1400
 Phila. Hamilton Furn. & Stor. Co., EV 6-0187
 Phila. J. J. Hone Inc., (all stores) PI 3-5220
 Phila. Dave Kay Disc. House, DA 9-1152
 Phila. John E. Kieffer & Sons, DA 4-4300
 Phila. C. Kriebel & Sons, 1121 S. B. HO 7-2121
 Phila. Left Bros. Appl. Furn., FU 9-2020
 Phila. L. M. T. Corp., 829 S. 2nd, HO 8-2403
 Phila. Leo's, 4230 Lancaster Ave., BA 2-1007
 Phila. Levin's of Kensington, GA 3-8500
 Phila. Lippy's Radio, 30 & Lehigh, SA 2-8324
 Phila. H. London Furn. & App. Mkt., HA 4-2200
 Phila. M. & M., 230 S. 60th St., GA 4-6111
 Phila. Mar B Sales, Kingsley 5-3535
 Phila. P. F. Pard & Sons, 2940 N. 5. SA 2-7553
 Phila. A. A. Perry & Sons, PI 3-5800
 Phila. Quakerton Coop., 2402 Germantown Ar.
 Phila. Rex Furn., 11th & Morris, FU 9-8380
 Phila. Ridge Home Furn., 2050 Ridge Ave.
 Phila. Roxy Elec., 6122 R dge Ave., IV 2-1441

Reading Stern's, 647 Penn St., FR 6-7311
 Reading Weller Appl. Co., 3933 Perkiomen A.
 Red Lion Post Radio Co., Phone 2-656
 Reinholds RDI Sensenig Bros. Co., HU 4-407
 Ridgway Bayer Volk Furniture, Prospect 2-311
 Ridgway Servides's Furn. & Appl., PR 2-3633
 Rochester Economy Home Equ p., SP 4-129
 Schwenksville Valley Appl., Atlas 7-966
 Scranton Household Outfitting Co., DI 2-8225
 Scranton Penn Furniture, DI 2-314
 Scranton Scranton Talk (2 stores) DI 4-7223
 Scranton Steeb and Fister, DI 2-0299
 Sharpsburg Dillon Radio, Sterling 1-1533
 Shenandoah Keystone Home Furn. & Ap. 2-095
 Silverdale I. G. Rosenberger, Alpina 7-2732
 Smokestown Walter Pletsch, EX 4-5533
 Souderton Miner's Cycle & Ap., PA 3-4700
 South Fork Logrande's Appl. Store, 3955
 Springfield E. J. Korvella, Kingswood 4-240
 State College D. W. Houts & Son AD 8-670
 Stroudsburg Bister Hardware, Phone 57
 Sunbury Beck Electric Co., AT 6-672
 Tamaqua Vulcan Home & Auto Supply, Tam 6
 Titusville Midtown Furn. & Appl., PH 3-1499
 Treviso Treviso TV & Appl. Co., EL 7-140
 Uniontown Cohen Furniture Co., GE 8-2522
 Uniontown J. V. Mara Co., Geneva 7-7500
 Upper Darby Barr's Jewellers, GR 6-200
 Upper Darby Reliable Radio, Clearbkr 9-062
 Upper Darby Stern's, 69 & Chest, FL 2-412
 Venus Ray Niederriller Elec., Phone 218
 Verona Verona Furn. & Appl., Oakmont 205
 Warren Turner Radio Shop, Phone 65
 Washington Reicharts Furniture, BA 9-430
 Washington Ross Independent Oil, BA 5-130
 Walsington J. S. Raver TV & App., Wal. 504
 Wellsboro Davis Furniture, 218
 W. Brownsville Pittsburgh Merc., ST 5-630
 West Reading Broth TV & Appl., 626 Penn A.
 Wilkes Barre Berman Jewellery (two stores)
 Wilkes Barre Franklin TV Appl., VA 3-073
 Wilkes Barre Landau's Wilkes Ba., VA 3-216
 Wilkes Barre United Furniture (two stores)
 Williamsport Reeder's S. & S., 2-760
 Williamsport Wolf Furniture Co., 6-056
 Willow Grove Adams Bros., Willow GR 420
 Wireton Wireton Service Center, GL 7-863
 York G. B. (Red) Klinedinst, Phone 8-296
 York Hoffman's, Phone 765

RHODE ISLAND

Central Falls Young's Furn. Co., 702 Broad
 Middletown Island Electric Co., VI 7-285
 Pawtucket Adams Furn. Co., PA 3-431
 Pawtucket Blimome Furn. Co., PA 5-495
 Providence Central Radio (all stores)
 Providence City Hall Hardware, JA 1-200
 Providence All Gerber Stores, Pawtucket
 Providence Linder Furn. Co., EL 1-951
 Providence Tony Goodrich, 60 Broadway

SOUTH CAROLINA

Alton Rhodes Furn. Co., Laurens St.
 Aiken Rogers Tire Supply, Laurens St.
 Aiken Rudnick Furn. Co., Laurens St.
 Anderson Chick Evans TV & Furn., CA 2-1291
 Charleston Gordon's Dept. Store, RA 2-5741
 Charleston Electronic Sales Co., RA 2-0888
 Charleston Haverly Furn. Co., RA 2-5706
 Charleston Rhodes Inc., RA 2-4033
 Charleston J. Sokol Furn. House, RA 2-6195
 Columbia Haverly Furniture Co., AL 3-9471
 Columbia K. Mbrells (all stores), AL 2-5666
 Columbia Palmetto Radio & Appliance, Price Bros., AL 6-4216
 Charleston Carolina Furn. Co., 138
 asley Rhodes Inc., 6407
 Greenville Byrum & Bates, CE 5-8511
 Greenville Haverly's, CE 2-7344
 Greenville Rhodes Inc., CE 5-8536
 Greenville Walker Furn. Co., CE 2-3963
 Greenwood Rhodes Inc., 6016
 Greenwood Stockman's Ra. TV&Ap., Ph 9-2191
 Greer Path Simpson & Co. Main St., EN 9-7324
 Langley Jones Furniture & Appl. Co.
 Leesville Economy Furniture Co., KE 2-4401
 Liberty T. E. Jones & Sons (all stores)
 North Charleston Bowers Howe., SH 4-4132
 Orangeburg Wholesale Radio Co., JE 4-9918
 Spartanburg Harbison Furn., 3-4265
 Spartanburg Rhodes Inc., 2-4535
 Sumter Sumter Radio Shop Inc., SP 3-2488
 Sumter Fred's TV Sales, 277
 Vashalla C. G. Jaynes (all stores)
 West Columbia Hamm & Wise Furn., AL 3-6427
 Wrensboro Carolina Furn. Co., 380

Nashville Park View Furn. Mart., CY 7-1551
 Newport Overholt Bros. Hdwr. Co., Phone 3038
 Oak Ridge S & W Sales & Ser., 2-1546
 Ridgely Cronan Co., AT 4-7031
 Spartanburg Boyd Lawson Hdwr. Co.
 Sparta Rudyens Radio Service, Phone 2212
 Springfield Walling Radio Service, Phone 414
 Trenton McHugh Radio Shop, 35
 Winchester Taylor's Ref. Service, WO 7-3598

TEXAS

Abilene Bible Hdw., OR 4-5024
 Abilene Lion's Hdw., OR 2-3241
 Abilene Vernors Appl., OR 3-7481
 Alice Builders Firestone Store
 Amarillo Heath Furniture Co. (all stores)
 Amarillo The Harris Company, DR 3-1751
 Andrews G. & W. Tire & Supply, LA 3-2670
 Angleton Angleton TV & Radio
 Aspermont Lawrence Home and Auto Supply
 Atlanta Hemenway's, Phone 80
 Austin Austin Goodyear Co., Inc., GR 2-1155
 Austin Baden Furniture, HO 5-6217
 Baillinger King Holt Furniture Company
 Baytown Wikenfeld Furniture, JU 3-1744
 Beaumont Bowen TV and Appliance, TE 2-4371
 Beaumont Solder Radio Sales & Service
 Beeville Lack's Stores, Inc.
 Bellaire Television Center, MA 3-9126
 Bellon Cline Bros
 Big Spring King Spring Hardware Co.
 Brenham World Radio & Appl. Co., GR 6-2613
 Brownfield Frank Daniel Electric and Furn.
 Brownwood Herman & Herman, PH 2-7021
 Brownsville Schweikert's, LI 2-4451

Houston Standard Brands Of Appl., CA 8-8256
 Jasper Due's Furniture, 217 N. Bowie St.
 Katy Katy Furn. Co., PH 5131
 Kermit Jackson Tire Company, JU 6-3732
 Kilgore Crow Kilgore Appl. Inc., PH 3733
 Kilgore Household Furn. Co.
 Laredo Modern Furniture Co., 602 Salinas St.
 Laredo Royal Furniture Co., 1210 Hidalgo
 Littlefield E. C. Rodgers's Furniture Co.
 Longview Gregg Furniture Co., PL 8-7222
 Lubbock Dunlap's, 1301 Broadway
 Lubbock Hemenway's, 112 E. Barke
 Lufkin Hemenway's, Bolivar at Rusk 5-2100
 Marshall Howell Furn. & Appl., 210 N. Tenn.
 McKinney Firestone Store, MU 2-4376
 Midland Texas Furniture, WI 3-2282
 Monahans Strickland Radio and Television
 Munday Bale Griffith Tire Co.
 Odessa Frontier Furn. Co., Andrews Hwy
 Odessa Hardwick Furn. Co., FE 2-6858
 Orange C&L Supply, Texaco 3-3815
 Orange Youman's, 501 4th, Texaco 6-7170
 Orange Grove Orange Grove Motors, 2951
 Pampa TV and Appl. Service Center
 Pasadena Harold's Hdw. & Appliances
 Pasadena Mayo's TV & Appl., GR 2-2336
 Plainview Meinecke Bros., 205 11 W. 5th St.
 Port Arthur J. Imhoff & Sons
 Port Arthur McDaniel Radio & TV
 Post TV Appliance Center, 316
 Refugio Gilliam Auto Supply, LA 6-2811
 Rockdale E. M. Peebles & Sons
 Rosenberg Memphis Radio & Appliance
 San Antonio Brady's TV & Appl. Co. (all stores)
 San Antonio Brown Appl. Co., PE 5-2531

VIRGINIA

Blacksburg Strickler Furn. Co., PR 2-5831
 Danville Rhodes Furniture Co., SW 2-6421
 Danville Schewel Furniture Co., SW 3-1911
 Hampton Hampton Electronics, 7568
 Hampton McLean Appl. Co. Inc., 4345
 Holland Farmers Hdw. & Furn. Co., 2241
 Hopewell Franks Radio & TV Co., CE 9-5388
 Lexington Schewel Furniture Co., HO 3-2175
 London Bridge Hirtz TV & Appl., Phone 2550
 Lynchburg McGee Furniture Co. Inc.
 Lynchburg Schewel Furniture Co., 2-2326
 Manassas Merchants Firestone Inc., 250
 Martinsville Rhodes Furniture Co., ME 2-9727
 Nassawadox Elliott Furn. Co., GI 2-6216
 Newport News Duncan & Dale Appl., 3-2636
 Newport News McLean Appl. Co. Inc., 3-3374
 Norfolk Barr's, Monticello Bldg., MA 2-4978
 Norfolk Bryant Appliance Co., MA 2-9771
 Norfolk Leonards Lafayette Bldg., Wards Cor.
 Norfolk Wards TV (2 big stores), JU 7-5520
 Onancock Edwards Furn. Co., SU 7-3162
 Petersburg Love Hudgins Inc., RE 3-7102
 Petersburg Petersburg Furn. Co., RE 3-4402
 Richmond City Wide TV & Appl. Co., MI 9-0406
 Richmond Philip Levy & Co. (both stores)
 Richmond Star Furniture Corp., MI 4-1997
 Roanoke Haverly Furniture Co., DI 3-1501
 Roanoke Phelps & Armistead Inc., DI 4-5518
 Roanoke Stephenson & Aldridge Furn. Co.
 South Boston J. C. Howett Piano Co.
 Virginia Beach Louis L. Fox, Phone 2550
 Warwick Adams & Vickers Appl., 2-4708
 Winchester Schewel Furniture Co., MO 2-8539

Bluefield Clark Stores, DA 7-8131
 Bluefield Warlick Furniture Store, DA 7-6191
 Beckham A. G. Shannon Hdw., 100
 Charleston J. Russell Fritts, Prospect Ave.
 Charleston Rank Sigmund App. Co., DI 6-0815
 Clarksburg MacDonald's, MA 4-7619
 Clarksburg Palace Furniture Co., MA 4-5651
 Fairmont Davis Sales & Service, 1642
 Follansbee Alco Radio & Electric, 462
 Gilbert Interstate Stores, MO 4-3354
 Huntington Star Furniture Co. (all stores)
 Huntinton Will's Furniture Co., JA 8-8381
 Hurricane A. N. Sumner Furniture Co., 4841
 Martinsburg J. G. Baldwin, AM 3-3181
 McMechen Capitol Radio, Benwood 797
 Mountsville Valley Camp Stores, TI 5-5910
 New Haven Jewell Bros., TU 2-2135
 New Martinsville Wells Eakin Co., 555
 Oak Hill Oak Hill Furniture
 Omar Junior Mercantile Stores, 2133
 Parkersburg Sid's Furn. Mart., CA 2-4473
 Philippi Baughman Home Appliances, 91
 Piedmont Upper Potomac TV, 77 Ashfield, 6121
 Spencer Home Outfitters Co., 488
 Strrat Junior Mercantile Stores, 2133
 Tridelpia Valley Camp Stores, WD 2808
 Wayne Booth Bros. Hardware
 Westburg Brooke Furniture Co., RE 7-3281
 West Hamlin Payne's Market, 2122
 West Union Star Furniture Co., 2051
 Wheeling Cooney Berle Co., Cedar 3-0750
 Wheeling Earle Rogers Co., CE 2-9790
 Wheeling King's Jewelry, Cedar 2-7222
 Wheeling Reichart Furniture Co. (all stores)

Buy and Save at These Philco Dealers



SOUTH DAKOTA

Aberdeen Danielson Bros. Co., BA 5-3372
 Bridgewater Gross Hardware, 2511
 Brookings Farmers Coop Co., 745
 Ft. Pierre Sutley's Appliance, 9585
 Hoven Klocker Appliances, 5621
 Huron Huron Gas & Appliance, 2024
 Mitchell Midwest Furn. & Appl., WY 6-4283
 Sioux Falls Farmers Market, 4-9757
 Sioux Falls Swiden Furn. & Appl., 8-5541

TENNESSEE

Athens Loftis & Vaughn Electric, 327
 Bristol Hayes & Reynolds, Hwy. 421
 Chattanooga Bryan Furn. Co., AM 5-4531
 Chattanooga Economy Auto Stores, AM 7-0464
 Chattanooga Haverly Furniture, AM 6-5196
 Chattanooga Ling Furn. Co., MA 9-7758
 Chattanooga Thrifty Food Plan, MA 2-8947
 Clarksville Green Lyon TV & Appl. Co.
 Columbia Anderson Bros. & Foster, EV 8-3934
 Columbia Skelton's, EV 8-0671
 Cookeville Powers TV & Appl., 12
 Covington Cummings House of TV, GR 6-2852
 Crossville Modernday Appl. Co., 197
 Dayton Cary & West, 427
 Dresden Dresden Dept. Store, 4187
 Dyersburg Meriwether Furn. Co., AT 5-3942
 Goodlettsville B. F. Myers & Son, 9-5281
 Greeneville Greene County Tire & Supply Co.
 Jackson Smith Furn. Co.
 Johnson City Greggs Appliance Co.
 Kingsport Broadstreet Furn. Co., CI 6-4169
 Knoxville Goode Househld. Ctr. Fountain City
 Knoxville Herbert & Nickle, 1903 Western Ave.
 Knoxville Human Furniture, 200 W. Vine Ave.
 Knoxville Trading Post, 2924 Sutherland Ave.
 Lawrenceburg Swap & Shop Center
 Lewisburg Butler Bros.
 Lexington Lees Appl. & TV Co., WQ 8-3635
 Lobelville Lobelville Pimg. & Electric
 Madison Menshaw Furniture Co., 7-2003
 Manchester Greens TV & Appl., PK 8-3238
 Maryville Laws & Alcoa Furn., YU 2-8461
 McMinnville Bert's TV & Appl., 2445
 Memphis Central Hdw. & Appl., FA 7-1667
 Memphis Firestone Stores (all stores)
 Memphis Firestone Old Store, WM 6-4719
 Memphis Haverly Furn. Co., (both stores)
 Memphis Howard's Furn. Appl. Inc., GL 8-8083
 Memphis Milton Hytken TV-Appl., BR 6-1820
 Memphis Leo Kahn Furniture Co., JA 6-5171
 Memphis Lowenstein's, Union East South
 Memphis Rhodes of Northgate & Southgate
 Memphis Whittan Bros. (two stores), FA 4-5506
 Millington Firestone Old Store
 Millington Wages Navy Rd. Furn. Appl. Co.
 Morristown Bradley Farm Store & Home Cent.
 Murfreesboro Munford Auto Supply, TE 7-3575
 Murfreesboro Paschal Bros. Furn., TW 3-7163
 Nashville Ray Bates Furn. Co., AL 6-5200
 Nashville Gay Motor Serv. Center

Bryan Parker Atkin Hdw. Co.
 Burnet The Taping Post, PL 6-2306
 Camden Harvey Schiller Furn. Co.
 Carmine Carmine Radio Ser., PH 22
 Carthage Davidson Bros. Hdw., Phone 13
 Center Johnson's Radio & Elect., LY 8-4262
 Clisco Schaefer's Radio TV, MI 2-1636
 Corpus Christi Air Cond. Engr., TE 5-3386
 Corpus Christi Andridge TV Co., TU 4-0301
 Crane Crane Furn. & Appliance, 3491
 Crockett Knox Furniture Store, 157
 Dallas Avila Furn., 1612 Cedar Springs
 Dallas J. G. Boyd Co. (all stores)
 Dallas Duke Doyle Appl. Inc., 3301 Oak Lawn
 Dallas Golden Furniture, 4301 Bryan
 Dallas Haverly Furn., 1713 Elm St., RI 3-2221
 Dallas Home Furniture Co., 2301 Elm
 Dallas Rick Furniture Co. (all stores)
 Dallas Stan Furn., 2110 Elm, RI 3-5331
 Dallas Vaughn's Furn. & Appl., 4535 Singleton
 Dallas W. Imac Inc., 2243 Gus Thomason
 Denison Moran Appliances, 405 West Main
 Dripping Springs Wilson's Radio & TV, 2002
 Eagle Lake A. J. Struss Auto Sup., CE 4-2020
 Eagle Pass A & M Supply Co., 377 Main St.
 El Campo El Campo Elec., LI 3-3732
 El Paso American Furn. Co., KE 3-3611
 El Paso California Furniture, KE 2-9232
 El Paso Maloney's (all stores), LO 6-1618
 El Paso J. F. Oechsner, KE 2-8958
 El Paso Art Pachard TV, KE 2-4231
 El Paso Thompson's, AM 2-1492
 Freeport Baird TV Appl., 3-3248
 Ft. Worth The Crump Co., ED 5-1342
 Ft. Worth Hoover Jones Appliances, WA 6-3368
 Ft. Worth Tom Handier Appliances, TE 3-1214
 Ft. Worth Kemble Bros. Furn. Co. (all stores)
 Galena Park Jones Radio & Appl., OR 4-1133
 Galveston Ranch & Home Products, SO 2-6341
 Gilmer Arnold Furniture, TI 3-2228
 Gladewater Fort Hess Furn. & Appliance, 2410
 Greenville Crawford Smith Tire Co., GL 5-1220
 Hallettsville Modern Appliance Inc., PH 292
 Hearne Hearne Elec. Appl. Co.
 Henderson Crown Furniture Co., Phone 2188
 Henderson Goggan's, Phone 3223
 Houston Black Bros. Furniture Co., FA 3-0191
 Houston F. A. Bogar Furniture Co., CA 4-1851
 Houston Covington Furniture Co., OX 4-4802
 Houston Davids Hdw. & Appl. (all stores)
 Houston Fidelity TV & Appliances, JA 6-2221
 Houston W. T. Grant Company, UN 2-8808
 Houston Harold's Hdw. & Appl. (all stores)
 Houston Haverly Furniture Co. (all stores)
 Houston Hishers Home Supply (all stores)
 Houston Knapp Television Lab, JA 9-8389
 Houston Lack's Auto Supply (all 24 stores)
 Houston Lone Star Appliance & TV, WA 3-2530
 Houston Meyer Bros., Highland Village
 Houston Meyer Bros., Meyerland
 Houston Perkins Sales & Service, JA 6-1451
 Houston Puhl's Furniture Co., MI 5-6661

San Antonio F & W Sales Co., PE 4-5115
 San Antonio W. T. Grant Co., CA 7-9622
 San Antonio Hopp's Radio & TV (all stores)
 San Antonio Olmos Radio & TV, TA 2-3341
 San Antonio Praeger Hdw. Co., TA 7-5131
 San Antonio Seathoff Refrig. Ser., PE 4-5574
 San Antonio Frank Schroeder Appl., CA 7-9371
 San Angelo Stanley Electronics, PH 7762
 Seely M. W. Froebel Radio & TV, TU 5-3885
 Seguin Starcke Furniture Co., 300 So. Austin
 Sherman Moran Appliances, 109 W. Houston
 Shiner Gueltnor Radio & Appl., PH 4-3511
 Simsbey Simmons TV & Appliances
 Sinton Bill Brewer's, EM 4-2533
 Slater Lester Hoffman Hdw.
 Snyder Roe Home and Auto Supply, MI 3-3402
 Somerville Schoppe Hdw. Co., PH 3171
 Stafford Campbell Furniture
 Stephenville Heffley Radio TV, L-4815
 Sweetwater Nolan Furniture Company
 Taylor Ira A. Prewitt Hdw. Co.
 Temple Home Furn. Co.
 Texas City Bay Radio & Appliances
 Tyler Pope & Turner Furn., 510 E. Front
 Uvalde Horner's On The Square, OR 8-3326
 Victoria Hauschild's, Hillcrest 3-9195
 Victoria Lack's Stores Inc.
 Victoria Geo. Pickering Firestone Store
 Waco Slater Appliance, PL 2-5513
 Washington Washington Sales Co., PH 2323
 Wazahachie CA Wilson Pibg. Co., WE 7-4886
 Wichita Falls Tanners Firestone Store
 Yorktown Jackson Farm Machinery

UTAH

Bountiful Union Furn. (all stores), AX 5-3425
 Brigham City North Main Furn. Co., 250
 Cedar City Northwest Furniture Co., PH 749
 Delta D. Stevens & Co. Inc., 2811
 Ogden The Bon Marche, EX 4-9431
 Ogden Reliable Furniture Co., EX 4-9495
 Ogden Van Kampen and Sons, EX 3-5369
 Prom Consol. Hdw. & Furn. Co., FR 3-3472
 Provo University Home Furnishings, FR 3-2990
 Salt Lake Beech Adams, 1816 S. State Street
 Salt Lake Eureka Appl. Co., 141 E. 3rd St.
 Salt Lake Madsen Furn. Co., 53 E. 1st St.
 Salt Lake J. Parris Furn. & Appl., HU 4-2791
 Salt Lake South East Furn., 2144 So. 11th
 Salt Lake Standard Furn. Co., 9 S. Main St.
 Salt Lake Western Furn., 135 S. State St.

VERMONT

Barre Jerry's Appliance Co. Inc., GR 6-4341
 Barre Barton Appl. Co. Inc., 231-2
 Brattleboro Stockwell's, AL 4-9104
 Burlington Mison Appliance Co., UN 2-2000
 Montpelier Nelson's, CA 3-2731
 Morrisville Ward Appliance Store, TU 8-3376
 Randolph Scribner's, RA 8-9551
 Randolph L. B. Bowen, TU 9-2534
 Windsor Prevot's Radio & Appl. Store, 602

WASHINGTON

Aberdeen Firestone Store, AB 898
 Auburn J. B. Fuel & Appliance, TE 3-1363
 Bellevue Firestone Store, GL 4-8158
 Bellingham Lehmann's, RE 3-0290
 Bremerton Firestone Store, ES 7-6161
 Bremerton Kilsap Rad. & Appl. Essex 7-4411
 Burien Ryder Bros., Firestone St., CH 3-7200
 Chelalis Firestone Store, SH 4469
 Clarkston Moore Music & Appliance, PL 8-5081
 Enumclaw Anders Firestone Store, EN 72
 Everett Firestone Store, AL 2-4196
 Everett Galtich's Lumber, BA 4106
 Everett The Bon Marche, Bayview 1143
 Federal Way Lundstrom's Mkt., TR 8-3141
 Kalama Kalama Builders Supply, Orange 3-3000
 Kennewick Kennewick Furniture Co., JU 2-5306
 Kent Valley Point & Appliance, UL 2-0211
 Longview The Bon Marche
 Mt. Vernon Bert Robinson Appl., ED 6-3148
 Mt. Vernon Firestone Store, ED 6-5191
 Olympia Firestone Store, FL 2-0551
 Olympia Williams Radio Service, FL 6-8243
 Omak Clark Pentz Furniture Co., Phone 510
 Port Orchard Parks Jewelry Inc., TR 6-5261
 Pt. Townsend Olympic Gas Co., 131
 Puyallup Rowell's, TH 5-1709
 Renton Reid & Cook, AL 5-8671
 Riverville Farmers Supply Co., Phone 256
 Seattle The Bon Marche, Northgate
 Seattle Case Littlel Furn. Co., ME 2-2300
 Seattle Conner Sales, East 3-7800
 Seattle Dones Mayestic Furn., MU 2-1000
 Seattle Ernst Hdw. (all stores), MA 3-7260
 Seattle Firestone St., WE 7-3322, EM 3-2300
 Seattle Fleet Service Inc., AT 3-2173
 Seattle Kalock's Inc., 410 Elliott, AT 4-4340
 Seattle Melody TV App. (all stores), EA 2-7133
 Seattle Poole Electric, MU 2-0777, 1116 4th
 Seattle Stewart's, Greenwood, SU 3-4500
 Seattle Ware & Hovey W. Seattle, WE 7-3800
 Seattle Perry West Co., Burien, CH 2-2121
 Spokane The Bon Marche, Riverside 7-5111
 Spokane Bowles Furn., Hillyard, HJ 7-7721
 Spokane Liberty Furniture Co., RI 7-1031
 Tacoma BB's Washer Serv. & Appl., GR 4-9409
 Tacoma The Bon Marche, Broadway 2-4241
 Tacoma Bunge Service, Waverly 2-8759
 Tacoma Firestone Stores, JU 8-6623
 Tacoma Puget Sound Furniture Co., MA 7-8178
 Tacoma Sepic Electric Co., BR 2-0386
 Tacoma Tillicum Radio & TV Svc., JU 8-4646
 Vancouver Riback Furn., OX 5-2851 Camas 3611
 Walla Walla The Bon Marche, Jackson 5-2290
 Walla Walla Firestone Store, TA 5-9400
 Wenatchee Firestone Stores, NO 2-5151
 Yakima The Bon Marche, Glencliff 3-4711
 Yakima Firestone Store, GL 7-6191

WEST VIRGINIA

Beckley Beckley Music & Electric, CL 3-3393
 Beckley Clark Stores, CL 3-4525
 Beech Bottom Valley Camp Stores, DL 4-3061

WISCONSIN

Algoma Gerhart's Hardware, MU 7-3374
 Amery Aus. TV & Appliance, Phone 8-7755
 Appleton Wisnianski Furniture Co., RE 3-4464
 Ashland Home Electric Co., 354W
 Baraboo Old Hardware Company, Phone 167
 Barron Jackson TV & Radio, LE 7-8176
 Beaver Inman Company, EM 5-5533
 Burlington S. E. Pen's, RO 3-7000
 Chippewa Falls Ziebarth TV & App., PA 3-3040
 Conover Eickhoff Lbr. Co., Eagle Riv. 649F2
 Fond Du Lac Bennett's, WA 1-2580
 Green Bay Brunette Furniture, HE 5-6496
 Green Bay H. C. Prange Co., HE 5-6611
 Green Bay Holzem Radio & TV, 618 Stuart St.
 Hartford P. A. Mueller and Sons, Phone 875
 Janesville Pagen's Firestone St., PL 4-3366
 Kenosha Firestone Store
 Kenosha Television Engineers, OL 7-6159
 La Crosse Marquardt Hg. & Appl., 4-3688
 Lancaster Schwarz Philipps Hdw., Phone 88
 Madison Casey & D'Brien App. Mart., CH 4-6281
 Manitowish Emil Schaub Hardware (both stores)
 Mayville Haber Electronics, Phone 128
 Milwaukee American Appl. & TV, LO 2-7906
 Milwaukee Boston Store, Downtown & Bayshore
 Milwaukee Empire TV & Appliance, EV 4-3422
 Milwaukee Franekki Appliance, EV 3-3990
 Milwaukee Gmbels, Downtown & Southgate
 Milwaukee Hack's, BR 2-0807 (all stores)
 Milwaukee Kenwood TV Studio, WO 4-1670
 Milwaukee Kluks Radio & Appl., HI 5-6535
 Milwaukee Chas. Lubotsky Stores, West 3-6390
 Milwaukee Moraski Radio & Appl., DR 2-3110
 Milwaukee Samson's TV & Appl. (all stores)
 Milwaukee Schuster's Dept. Stores, CO 4-2000
 Milwaukee B. S. Wisniewski, MI 5-5454
 Monroe Phillips & Smith Whse. Outlet, 2911
 New Holstein Depies Firestone St., TW 8-4433
 Oconomowoc Draves TV and Appl., LO 7-5559
 Oshkosh Appliance Mart. Inc., BR 6150
 Plymouth Chandler Electric Co., TW 2-7616
 Portage Petra Radio TV Co., R. verside 2-2868
 Pulaski Pulaski Implement Co., 152
 Racine Globe Radio & Appl., ME 4-5623
 Racine L. Fish Furn. Co., Melrose 4-1941
 Racine Goldblatt's, Melrose 7-1271
 Rice Lake Dairyland Gas & Appl., Phone 602
 River Falls Tonsley Furniture Co., 2710
 Sheboygan Braun Herr Hardware, GL 7-9417
 Sheboygan H. C. Prange Co., GL 7-3612
 Siren Harold's Home Frshgs., Phone 26A
 Stoughton Arnolds Appliance & TV Co., 1067
 Superior O and L Appliance, EX 4-6618
 Three Lakes Eaglesham Electric Company, 4286
 Tomah Trauer Sales & Service, Phone 294W
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REACTION TO A LETTER

Newspapers attack principals' group for trying to ban LIFE in school

Last week the editorial pages of newspapers throughout the country were discussing a by-product of LIFE's series, "Crisis in Education." The National Association of Secondary School Principals, a department of the National Educational Association, had sent a form letter to the 20,000 members it claims, complaining of LIFE's series and urging members to threaten cancellation of school subscriptions to LIFE and also to TIME "as long as they have an attitude and policy inimical to education." So far some 350 principals have written protests to LIFE. The newspaper reaction to the N.A.S.S.P.'s letter follows in these excerpts from editorials.

LEWISTON (IDAHO) MORNING TRIBUNE

The National Association of Secondary School Principals believes that high schools ought not to allow copies of TIME and LIFE in their classrooms. The executive secretary of the agency maintained that no magazine should be purchased by schools for classroom use if it is "untruthful," and in this instance, LIFE falls into that category.

The country's principals would have a hard time of it if they were required to screen every magazine article for truthfulness and grant entry only to those that pass the test. Yet that seems to be what the Principals' Association expects them to do.

We suspect that the association has been prompted not so much by the scholar's devotion to the truth as by certain conclusions in the magazine article with which it disagrees.

LOUISVILLE (KY.) COURIER-JOURNAL

School principals in Kentucky and elsewhere are getting bad advice from their professional organization, the National Association of Secondary School Principals. Two of its officials wrote to principals all over the country urging them to threaten a boycott of TIME and LIFE.

It would be surprising if the Luce Publications could be so easily intimidated. Their interest in the schools is no new flowering. In the past decade they have certainly published more material on education than any other magazines. They have stated the case for higher teachers' salaries, better buildings, a healthier public respect for the teaching profession.

But now, when LIFE's new series voices sharp criticism of some aspects of our school system, certain spokesmen for the profession want them to shut up. They claim that some of the material is "erroneous and unfair."

An effort to correct alleged errors is a long way, however, from a threat of boycott. The boycott is a dangerous weapon for educators to use.

The upsurge of interest in public education is something the profession has prayed for over the years. It can be developed into new support for our schools. It can, on the other hand, produce just the opposite result if organized education brands any citizen who takes the trouble to ask penetrating questions as a person unfriendly to the public school system.

CHICAGO (ILL.) DAILY NEWS

LIFE recently ran an article comparing the education of a Russian youth with that of a

student in Chicago's Austin High School. LIFE's conclusion was that the Soviet pupil was two years ahead of the American. The reaction of the N.E.A. to this was outraged indignation. Possibly [the article] was unfair, and doubtless the contrary could be shown by shifting the emphasis on aspects of Russian and American conditions. But to describe it as an "attack on education" is as silly as to term criticism of one grocer as an attack on food.

CHICAGO (ILL.) AMERICAN

Educators are generally supposed to encourage reading and thinking about world events. When they start censoring instead, the question arises: What are they trying to protect?

To suggest that educational standards ought to be raised does not seem to us "inimical to education." It is inimical to the ruling cliques of educationists under whom our schools have generally changed their goal from educating youth to keeping it amused.

PITTSBURGH (PA.) PRESS

The National Education Association (N.E.A.) and its affiliates have always strenuously opposed the "book burners"—those who would rigidly censor what schoolchildren are taught and allowed to read. N.E.A. is right in principle on this—as contrasted with those who think the way to combat Communism, for example, is to ban discussion of it.

But this principle has many applications.

Now the National Association of Secondary School Principals is urging its member high school principals to engage in an indirect form of "book burning" as its answer to a series in LIFE magazine entitled "Crisis in Education."

The series is critical of our educational system, taking a line similar to that voiced by President Eisenhower and former Harvard President James B. Conant, among many others.

The N.E.A.'s affiliate tells its members that "the most effective weapon" for dealing with publications which have an "attitude and policy inimical to education" is to cancel school subscriptions. It says nothing about answering criticism with facts.

This advice is revealing as to the fundamental attitudes of the professional "educationist" bureaucrats who run such organizations as the N.E.A. It prompts this question—whose policies are inimical to genuine education? (This editorial also appeared in the *Memphis Press-Scimitar*, *Rocky Mountain News*, *Cleveland Press* and other Scripps-Howard newspapers.—ED.)

KANSAS CITY (MO.) STAR

The efforts of the National Association of Secondary School Principals to punish LIFE because of a recent article on the state of education in the United States seem incredible for a group of educators.

The offending article may have been an overstatement of the weaknesses of our schools. But it asked questions that are not answered by the threat of boycott.

DETROIT (MICH.) FREE-PRESS

By threatening a ban against LIFE and TIME the Association, which is upset because of a

series of articles in LIFE about education, exhibits motives no less base than those of a frightened but ruthless dictator.

FT. LAUDERDALE (FLA.) DAILY NEWS

If the day has arrived when our educators have launched a campaign to wipe out school criticisms and free speech, then, indeed, the time has come for the American people to yank hard on the check rein.

INDIANAPOLIS (IND.) STAR

School Superintendent [of the Indianapolis system] Herman L. Shabler has displayed a great deal more ordinary intelligence than the National Association of Secondary School Principals in refusing to boycott TIME and LIFE because of their stand on public education.

It is to Shabler's credit that while he evidently dissents strongly from the TIME-LIFE editorial opinions, he at least expresses himself as wanting to know what they say.

What they are saying, in essence, is that progressive education is a flop. The Indianapolis *Star*, which has been saying the same thing for more than a decade, is glad that TIME and LIFE have finally seen the light.

Roy E. Larsen, president of Time Inc., wrote to Paul Elicker, secretary of the National Association of Secondary School Principals, who had sent out the letter to members. He had also sent statistics prepared by Dr. Harold C. Hand of the University of Illinois which, he said, refuted LIFE's statements. Here is a portion of the Larsen letter.

If LIFE and the officials of Time, Inc. had been over the years inimical to public education instead of having led the way in constructive articles and personal actions on behalf of our educational system, I would have understood better than I do the action you took.

The singling out for an attack on a major series of articles appraising education of one fragment of the first article was, I feel, totally unfair because it took one section out of context and distorts LIFE's general thesis and an editorial position of many years' standing.

You rest your case on the charge that LIFE has been "untruthful." I am attaching a detailed accounting of Dr. Hand's quarrel with LIFE's statistics. You will note that LIFE's statistics have just as reputable sources as those used by Dr. Hand.

I feel that there was something presumptuous, if not insulting, in spelling out to intelligent educators precisely what they should think about LIFE's article and what to do about it. Would it not have been more in the tradition and spirit of free inquiry to suggest to them that they read the whole series of articles in LIFE and then let you and me know what they thought of them?

Neither I nor LIFE's editors have discounted the force of the letters we have received, pro and con, from those of your members who have given the matter independent thought and have freely expressed their own beliefs. But we have discounted the "inspired" mail, the letters that came from your members who had obviously not read LIFE, but only [your] criticism

CONTINUED



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Obviously this is a car sure to attract attention. Its precedent-breaking beauty fully deserves all the applause owners are giving it. Men and women who have just recently moved up to a '58 Oldsmobile from another make are the loudest in their praise . . . proudest of their new possession. For here in one car is all they've looked for and hoped for. Beautiful interiors and luxurious appointments. Winning performance and prudent economy. Style that will stay in style . . . and the highest resale value in the medium price class. You'll find a warm welcome at your local Authorized Oldsmobile Dealer's. Visit him now.

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to office or
coast to coast!*

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*The name that means
so much to so many
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HART SCHAFFNER & MARX.



LETTERS TO THE EDITORS CONTINUED

CRISIS IN EDUCATION

Sirs:

The article on our "retarded" gifted children stands as a fine piece of reporting ("The Waste of Fine Minds," LIFE, April 7). A teacher friend of mine recently told of one child who was being held back in several subjects so that he wouldn't "show up" the other children. This was being done in the name of democracy. It isn't democracy. It is totalitarianism of the worst kind—censorship of the mind.

NANCY COLE

Boston, Mass.

Sirs:

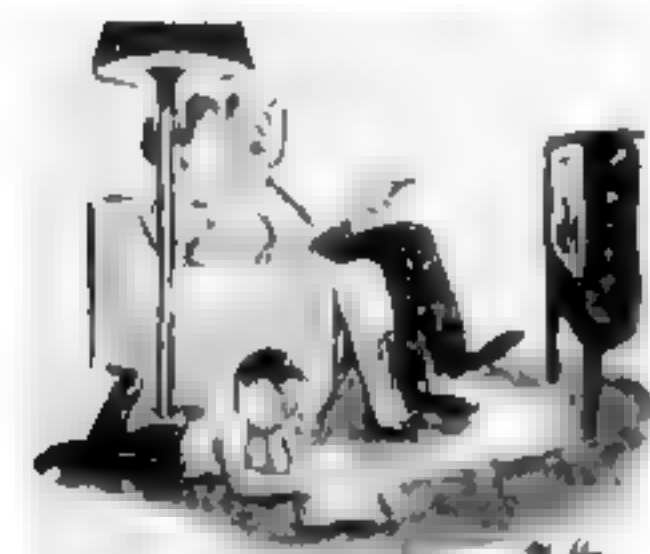
Looks as if "The Waste of Fine Minds" was bothering everyone this week. Look at Barry's cartoon counterpart in the April 5 *Saturday Review of Literature*! It bears the legend: "What's the matter? He's too good to look at television?"

MRS. MARSHALL PARKS

Bothell, Wash.



BARRY IN "LIFE"



"SATURDAY REVIEW" CARTOON

Sirs:

Any bright child who is in the middle of his class at school is lazy. His mother should assert herself, quit salivating before his I.Q., and make him get down to business.

MRS. C. CRILINI

Chicago, Ill.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Please address all subscription correspondence to: J. Edward King, Gen'l. Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue or state exact how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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Sirs:

How would you feel if total incompetents, petty criminals and downright failures were promoted right along with you in your job? This happens every day in our schools!

Allow all children the right to a free education, yes, but only as much education as his ability, interest and performance warrants. Terminal schools should be set up whereby slow children can finish off their education at 14 years and go into the world for a job. Students should be allowed a second chance to re-enter our regular schools if they can pass a comprehensive exam and maintain their grades.

The effect of this on the remaining 90% of the students would be electric.

RICHARD LEWIS

Tacoma, Wash.

Sirs:

"The Waste of Fine Minds" is one of the most timely and moving articles LIFE has ever printed, pointing up, as it does, the saddest facts of our contemporary American life.

Barry's "I am prepared for loneliness"—that's what my books and records are for—sums up a wisdom and an understanding of what the future holds for him, heartbreaking in a lad of 11 years.

In a generation which worships a maudlin socialistic "democracy" never envisioned by the Founding Fathers, which has prostituted the fine arts, hacked away one by one at our freedoms, humiliated our intellectuals and defied the Babbitts there is no choice for the gifted but the bitter heights of loneliness. There is nothing strange about Barry's loneliness, but it is well that he's prepared for it.

REV. ROBERT E. H. GRANT

Fort Worth, Texas

EDITORIAL

Sirs:

Your editorial, "Space, History and God" (LIFE, April 7), is one of the most significant editorials I have seen in LIFE. Your description of Christianity's central place in the history of man and its need today was most profound and true. Without the historical event of the Incarnation we merely go in circles, whether we believe in the "sorrowful wheel" or not. And without the Resurrection of Christ, which insures for all believers eternal life, history is meaningless and futile.

REV. ROGER C. PALLSON

The Fort Ransom Parish
Fort Ransom, N. Dak.

Sirs:

"Space, History and God" is one of the most timely, eloquent and profound by moving editorials I have ever read. It has captured and released the glory and wonder of Easter. I was disappointed not to find the April issue of *Christian Herald* magazine acknowledged as the source of the C. S. Lewis quotation.

DANIEL A. POLING
Editor

Christian Herald
New York, N.Y.

Sirs:

"Space, History and God" editorial is truly magnificent.

MRS. ROBERT C. TAYLOR

Newington, Conn.

Sirs:

You seem to place great stress upon the acceptance by Western civilization

of Christian thought. The acceptance by the Western peoples of a particular religion is proof of nothing except certain conformist tendencies among these peoples.

BARNARD BRAGINSKY

Brooklyn, N.Y.

MEDIEVAL MASTERWORK

Sirs:

LIFE's reproductions and explanations of the symbolism of the Mérode altarpiece are superb ("A Medieval Masterwork of Hidden Symbols," LIFE, April 7).

MRS. HAROLD E. POST

Greensburg, Pa.

PRIVATE PRESLEY

Sirs:

What a mortifying thing to do to poor Elvis ("Private Presley's Debut," LIFE, April 7)! It's bad enough that the poor boy had to go to the Army, but your photographer had to expose him in a very embarrassing situation of near nudity.

ANNE H. DORNE

Benton, Tenn.

TWIN LOVELORN ADVISERS

Sirs:

Nowhere, from Shakespeare to Spillane, has there been such a tragicomic piece of writing as "Twin Lovelorn Advisers Torn Asunder by Success" (LIFE, April 7).

That two grown women, who cannot find a way to be at peace with one another, should attempt to tell others how to solve problems in human relations is ridiculous and tragic.

MRS. A. N. TINDALL

Long Beach, Calif.

Sirs:

Dear Ann Landers and Abby:
Grow up!

MRS. JOHN T. BRYCE

Albion, Mich.

Sirs:

Your article has ruined Miss Van Buren's column for me. Even though her picture is printed daily at the head of her column, I've always pictured her as fat, jolly and gray-haired.

DONALD DAL MASO

Allentown, Pa.

Sirs:

Maybe Ann's mother "ran a poker game for her friends" and was "Queen of the Mob"—but MY mother was an angel!

ABIGAIL VAN BUREN

San Francisco, Calif.

FIX-IT TIPS with "Plastic Wood"

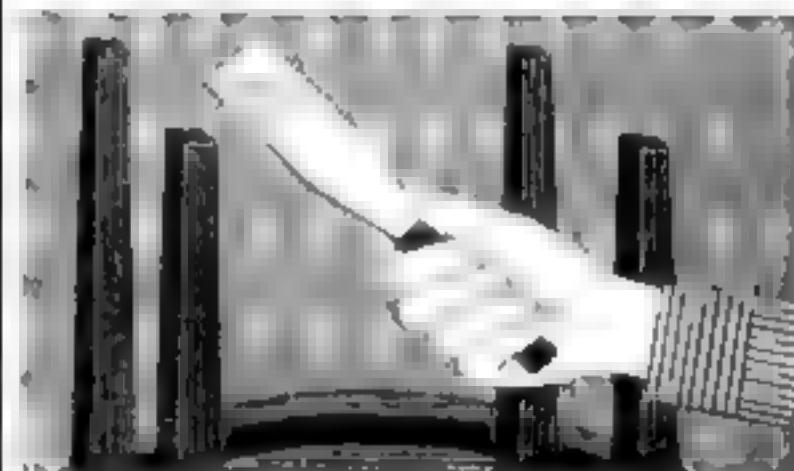


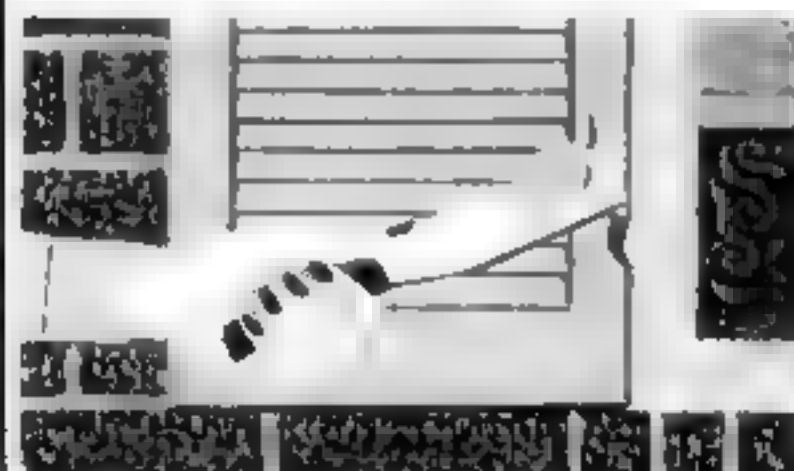
Table tipsy? Build up the short leg with a dab of Plastic Wood. Goes on easily. Hardens quickly. Stays put permanently.



Toys broken? Fix them with Plastic Wood. Easy to apply. Sticks to any surface. Can be sanded, stained, or painted.



Handle loose? Handles on hammers, chisels, brooms and mops can be made strong as new if reset in Plastic Wood.



Shutter split? It's easy to make a permanent repair with Plastic Wood. Resists weather. Takes paint perfectly.

Be sure the label reads
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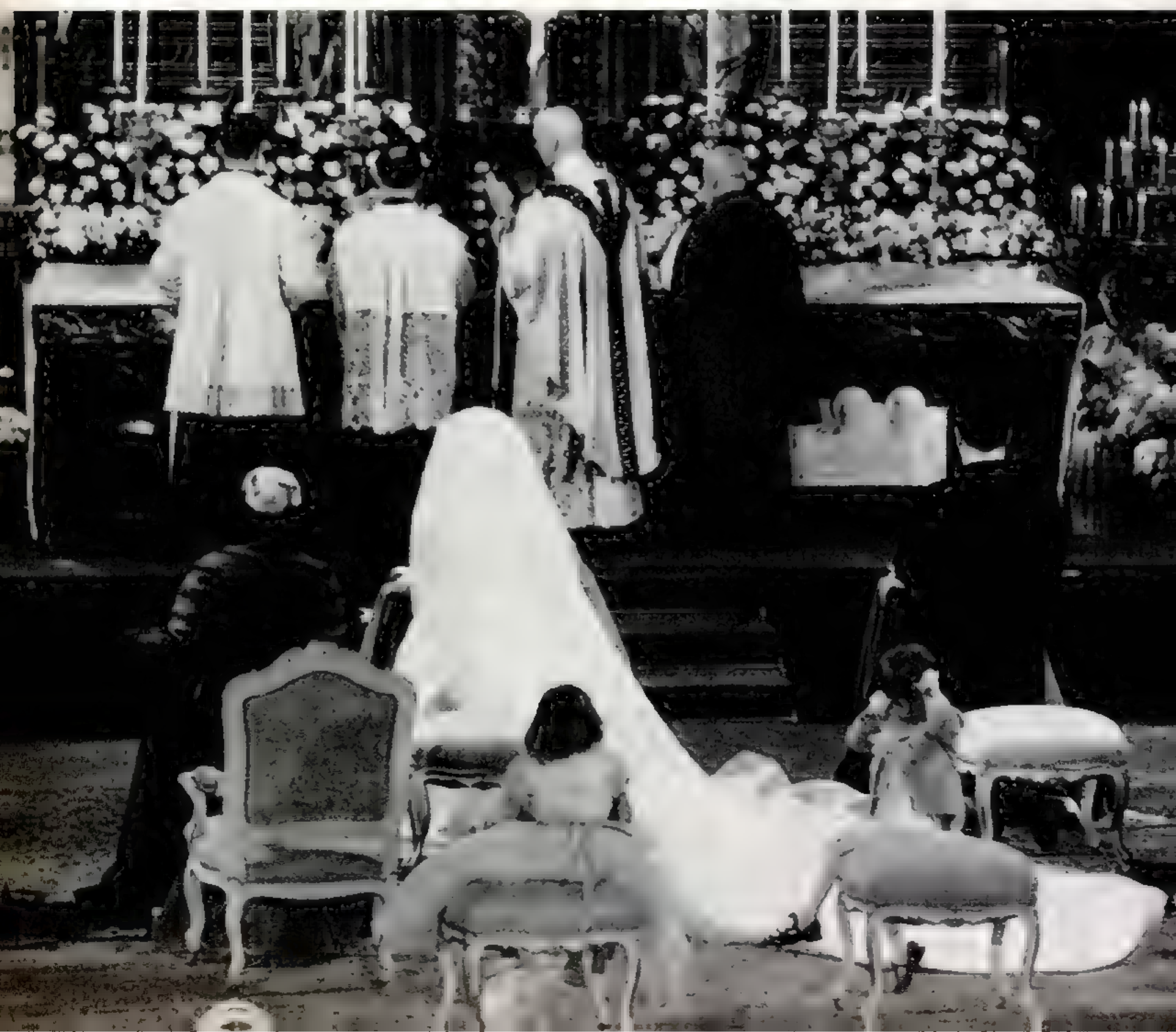
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ADMONITION on decorum is given by Lady in Waiting Marianne Reuter to Countess Monique, behind Frule. Prince Wauthier (right) is already squirming.



INSURRECTION breaks out as the restless Prince Wauthier forsakes his station on the stool. He engages Countess Monique in a whispered conversation.





PACIFICATION takes place as the lady in waiting takes the wayward prince back to his position. Unawed, he now gazes off in still another direction.



REUNIFICATION is achieved successfully. The prince and countess, ignoring procedure of nuptial Mass as well as protocol, lean far enough to hold hands.

SPEAKING OF PICTURES

Scene-stealing Prince

As is customary at weddings, royal and otherwise, the guests and photographers were present in Luxembourg Cathedral mainly to watch Princess Marie Adélaïde given in marriage. But this time the bride, who is the second daughter of the Grand Duchess Charlotte of Luxembourg, and the bridegroom, Count Carl Joseph Henckel von Donnersmarck, had to play second

fiddle to a young and restless prince charming.

The princely squinnings shown here may have come to pass because the little girl at the left, Countess Monique de Holstein-Ledeborg, was pretty enough to distract any prince. Or it may have been simply that the wedding ceremony went on for 75 minutes and trainbearer Prince Wautier de Ligne is only 6 years old.



← **EXASPERATION** overcomes prince and he plugs ears when band breaks into national fanfare. Bride's mother kneels at left, bridegroom's mother far right. Bishop of Luxembourg (cross on chasuble) presides.

DISTRACTION claims the prince and the second little girl trainbearer, Princess Marie Astrid (12), near end of the long ceremony as the bridal couple kneel together at the altar to take their final vows.



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NEWS! You can whip Carnation Instant!

Calorie-light, too! 1¢ a Serving!

Here is a delicate topping light enough to spark the natural goodness of all fresh, frozen or canned fruits. The secret is Carnation Instant Nonfat Dry Milk — the "Magic Crystals" Instant that *whips!*

This amazing new crystal-form of fresh nonfat milk fluffs into the lightest topping ever—and the best chiffon pies, frozen deserts, sauces and dressings to ever grace a menu! Any recipe that calls for whipped

cream is a recipe for calorie-light whipped Carnation Instant. It's always flavor-perfect for whipping...baking...cooking and...

Delicious for drinking, too...brimful of all the protein, B-vitamins and calcium of whole fresh milk...only the fat is removed. And—"Magic Crystals" dissolve instantly—even in ice-cold water! Try Carnation Instant in the convenient 3-qt. or economical 8-qt. pour spout carton, today. It's the *only* "Magic Crystals" Instant!

CARNATION INSTANT WHIPPED TOPPING
(Makes about 2½ cups)

1. Mix ½ cup Carnation Instant Nonfat Dry Milk "Magic Crystals" with ½ cup ice water.
2. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice.
3. Beat gradually adding ¼ cup sugar until stiff peaks form (3-4 minutes longer).

Directions for whipping also on Carnation Instant package.

The Instant that's delicious for drinking...is delicious for whipping, too!



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If you're driving a wagon now, you've already moved ahead into that pleasant realm where motoring is a little more interesting . . . a little more satisfying . . . than it is for the owners of less exciting cars.

But are you paying an undue premium for your fun? Are you getting all that station wagon money can buy at a low, low budget price?

Plymouth has a story for you if you're driving a wagon of any other make. Size, for example: it's the biggest of the low-price 3. And value: you can pay almost twice as much and not get an inch more room . . . an

inch bigger car. (You just can't buy a bigger station wagon at *any* price.) There are other interesting advances and features that put Plymouth far ahead now and make it worth more when you trade. Wouldn't it be wise to see what this most exciting of all station wagons has to offer?

Nobody wants to put *enjoyment* solely on a bookkeeping basis, but a good look at the Plymouth wagon . . . a ride in it . . . a study of its low cost and high value . . . is very likely to satisfy you that this time you can own a wagon-load of glamour and save money as well.

1 BIGGEST IN THE LOW-PRICE 3! Longest overall—122-inch wheelbase. Cargo deck a foot longer than in "other two." Big as wagons cost only a few dollars more! Ideal for vacation trips.



2 HOLDS MUCH MORE THAN THE "OTHER TWO"! 7 cubic feet more cargo space than wagons C and F, plus extra 7.5-cu.-foot secret luggage compartment in 6 passenger models.



3 WIDE-VIEW OBSERVATION SEAT! Easy to enter. Folds flush in floor when not in use. A Plymouth low-price 3 exclusive. You have to lift out 3rd seat of "other two."



4 REAR WINDOW DISAPPEARS! Another Plymouth exclusive in its field! Window rolls into lower section. No clumsy overhanging tailgate for Plymouth owners.



5 AND IT RIDES WITH BIG CAR LUXURY! Floating Torsion-Aire Ride—Plymouth's top-luxury ride at no extra cost! No sway or lurch on turns—no nose dive on stops!



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Perfect regular contour bra with full cup coverage.

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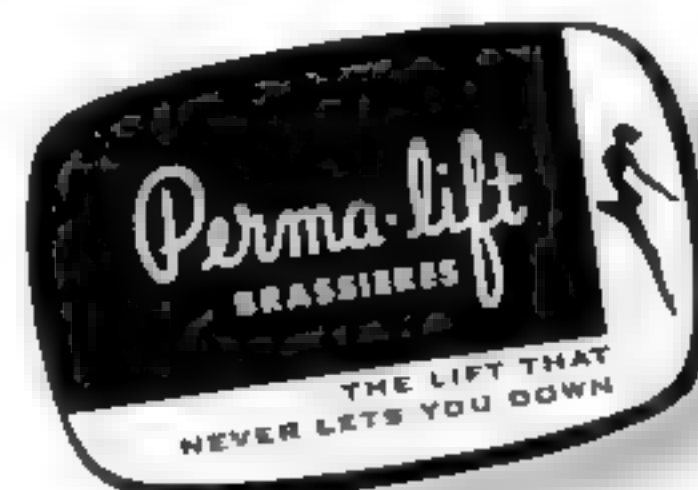


Lovely strapless bra with all the comfort and security of a regular bra. Just unbutton the straps and turn down the tops of the two-way cups.

Contour cups give you a full, rounded, natural bustline, and firm, lovely uplift.

Can't shift or slide—ever!

Night and day—this is the one! You've just discovered the only bra ever designed that comfortably leads a double fashion life and supports you in the manner to which you'd love to become accustomed. Wear it as a regular bra—then, Presto-Chango!—quick as a wink, you've got a fashion-lovely strapless. Try Perma-lift's* "Double Date" today. At nicest stores. Style #75—Nylon sheer—\$6.50. Style #175—Fine cotton—\$5.95.



nebs is news!

THE SHORTEST DISTANCE BETWEEN YOU AND
HEADACHE RELIEF!



Nebs is recommended for relieving the minor discomforts of headaches, sinusitis, neuralgia, backaches, arthritis, sciatica, rheumatism.

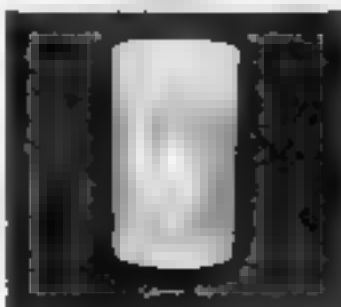
Nebs is chemically ready to work instantly to bring headache relief faster than aspirin, buffered aspirin, compounds or effervescent!

How fast can pain be relieved, short of a doctor's prescription? Medical science has a new answer—another step in the march to wipe out pain. It's a remarkably effective ingredient called APAP. And in Nebs, you find it in *straight, pure form!*

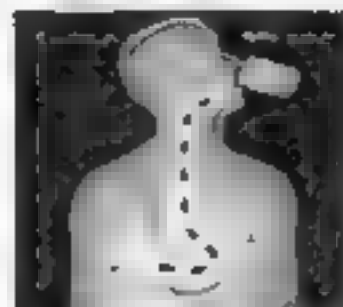
No non-prescription product acts faster than Nebs. Most available remedies must be broken down by chemical reaction in the body before they can even *begin* to work. But not Nebs. Safe, gentle Nebs is a new medication that is naturally accepted by the body, because it's *chemically ready* to work instantly, without stomach upset. That's why Nebs gives such rapid relief from the painful minor discomforts of headaches, backaches, colds, neuralgia, arthritis, sinusitis, sciatica and rheumatism.

So when you have pain, take Nebs instead of ordinary pain remedies. You feel so much better, so *much faster*, you'll never go back to aspirin, buffered aspirin, aspirin compounds, or effervescent.

ASK YOUR DOCTOR WHAT COUNTS IN A PAIN RELIEVER



IT ISN'T how fast
it dissolves



IT ISN'T how fast it goes
through the stomach



IT'S HOW FAST IT GIVES
YOU RELIEF FROM PAIN



© 1958 The Norwich Pharmacal Co.

That's Why NEBS Is NEWS! It's the shortest distance between YOU and PAIN RELIEF!

"I believe....that the upturn in our economy will be the result of millions of citizens making their purchases, having greater confidence."

PRESIDENT DWIGHT D. EISENHOWER
Press Conference, March 5, 1958, Washington, D. C.

O.K., IKE...

Hotpoint Dealers are doing their part!

We, too, believe that millions of us, by buying *now* . . . by investing in our faith in America . . . can generate a powerful, job-making business upturn.

With the enthusiastic cooperation of our Hotpoint Dealers and the General Electric Credit Corporation, we proudly announce a special buy-now program, effective Thursday, April 24, and continuing through May 10.

THE HOTPOINT PROTECTED BUYING PLAN

- ★ NO DOWN PAYMENT WITH A TRADE-IN
- ★ NO PAYMENTS UNTIL AUGUST 1
- ★ QUARTER-YEAR, NO-PAY GRACE PERIOD

In the event of unemployment due to layoff or illness, you need make no payments during such unemployment up to a maximum of a full quarter-year period, provided at least three payments have been made. There may be a nominal charge of \$1.00 for each month's extension. (Subject to state laws.)

To every American family reading this announcement, we say: If you need and want a new electric appliance or TV set, and you can honestly afford it but have held off getting it, we urge you to buy it *now*.

Your Hotpoint Dealer offers you honest quality and lasting satisfaction in every Hotpoint appliance he has in his store. But if your family truly does not want and need one of our Hotpoint products, we sincerely urge you to buy *something* you need for your home, *today*.

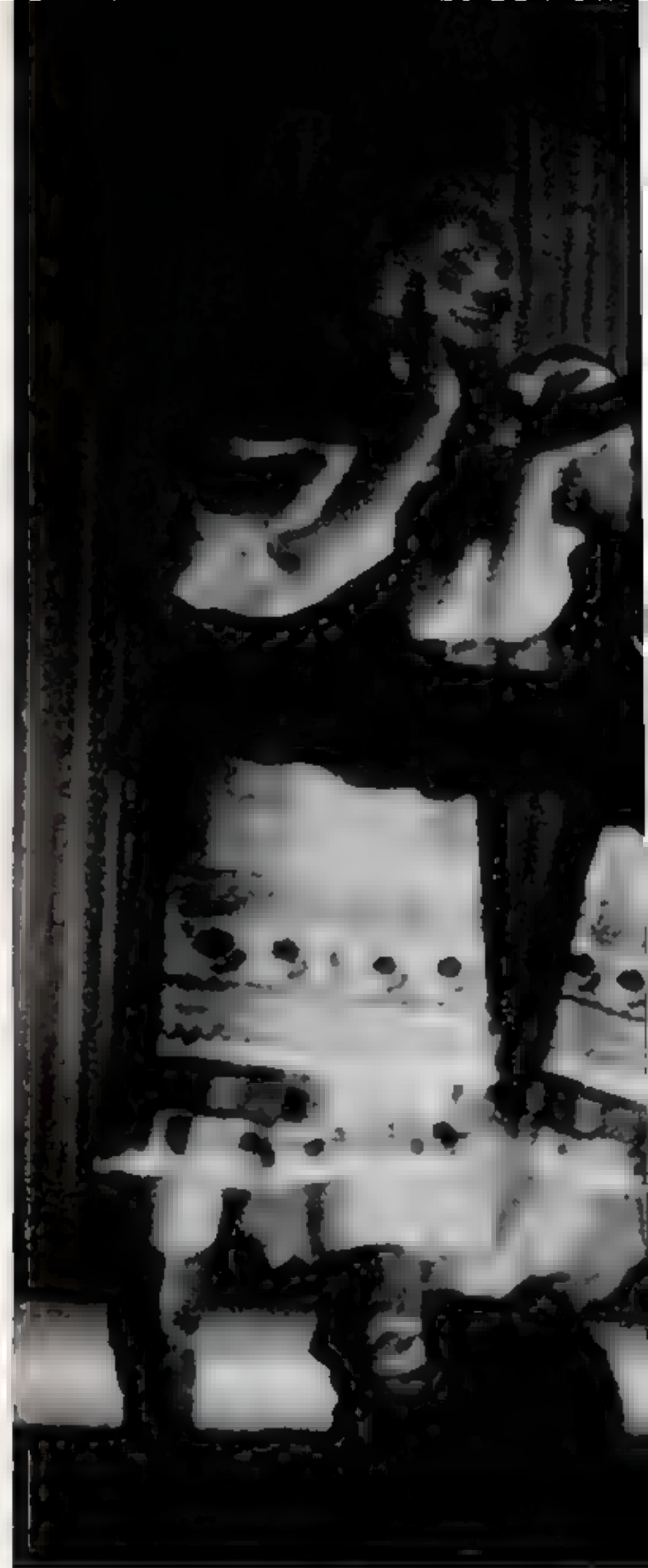
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FOR THE SAME LOW WEEKLY PAYMENT**

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HOTPOINT CO. (A Division of General Electric Company), Chicago 44



RESPONDING TO OVATION AT THE METROPOLITAN,

AMERICANS

From the Bolshoi Theater in Moscow to the Met in New York and a high school gym in Tulsa, the Russo-American exchange of artistic and athletic attractions was proving a socko success. Van Cliburn, a lanky, steel-fingered 23-year-old Texan, drew such soaring beauty from the piano that he took top honors in Russia's Tchaikovsky competition. New Yorkers went all out applauding the superb Morseyev Dance Company—and were applauded in return (*above*). Russian wrestlers (*right*) won cheers (and most of the matches).

The bollo business done by these cultural emissaries provided a sharp contrast to the diplomats, whose performance, from the outside, looked like a third-rate repertory company stranded in Peoria or Pinsk.

The stakes in international diplomacy were clearly higher than in cultural exchanges. In diplomacy and military affairs there can be losers. In the field of art everyone gained, in

← **ACCOLADE IN MOSCOW** greets Texan Van Cliburn, beneath Tchaikovsky portrait, as he completes prize-winning recital with Moscow Radio Symphony.

LIFE

Vol. 44, No. 17 Apr. 28, 1958



MOISEYEV DANCERS APPLAUD BACK AT AUDIENCE. THEIR WAY TO SAY "THANKS." MEN ARE CONDUCTOR SAMSON GALPERIN, DIRECTOR IGOR MOISEYEV (RIGHT)

THERE, RUSSIANS HERE: BIZ TERRIF

winning his contest, the American brought delight to his Russian audience; Americans at home, in turn, were warmed by the tributes given their winner. Similarly, the Russians could take pleasure in the pleasure their dancers and wrestlers gave Americans. The feelings thus engendered looked like an impressive contribution to international amity. Chburn, said Soviet First Deputy Premier Mikoyan, "has done better than the politicians."

The cultural interplay had been suggested by the West at Geneva in 1955 and been enacted last January. Future visitors east and west will include Russian weight-lifters and student editors, American track and basketball teams, the Philadelphia Orchestra, scientists and doctors of both nations. Though the exchange of artists was only beginning, their booming box office and ecstatic audiences suggest that even in the tough field of diplomacy, there's still no business like show business.



DRAW IN TULSA concludes heavyweight wrestling match between Russia's Otar Kamelaki (left). Bill Kerslake of U.S. Russians lost three of 32 bouts



PIANIST'S TEACHER, Madame Rosina Lhevinne of Juilliard School, persuaded Van to enter contest.



PIANIST'S PARENTS live in Kilgore, Texas where mother taught Van piano until he was 17.



PIANIST'S HANDS show his reach as he stretches tenths. After warm-up session, playing scales at

incredible speed cross-handed, Cliburn can reach a thirteenth, from middle C up to A in next octave.



AS A QUEASY CONTESTANT Van at hotel eyes meal before finals and decides he is not hungry.



A GIDDY WINNER, Cliburn plants a kiss on the Moscow charwoman who cleaned his practice room.

→ **RIISING TO ACCEPT 25,000-RUBLE (\$6,250) AWARD, CLIBURN STANDS AMID SEA OF ADMIRERS** →





PRACTICING IN STUDIO provided for him by the Soviets, Cliburn's visibly stirred by own playing as he twists about to perfect other, "I became a giant and a hero."

MOSCOW: A TEXAN TAKING OVER

Even before the finals of the Tchaikovsky competition in Moscow, Cliburn was the favorite. In the preliminaries, which had enlisted 60 young pianists from 19 countries, Van was the big crowd pleaser. Fans called him Vanyusha. Girls trailed him to his hotel. Soviet record companies pleaded with him to wax anything. In the finals, when he crashed the 100th last chords of the Rachmaninoff *Third Concerto*, the ecstatic audience in Moscow chanted "first prize! first prize!" The 18 judges, including Master Pianists Emil Gilels and Sviatoslav Richter, concurred.

Cliburn, a graduate of Juillard conservatory, had won a U.S. piano award four years ago and played with several U.S. symphony orchestras. American admirers, who raised money to send him to Moscow, had to argue him into entering the competition. At 16, colored man in Moscow, he attended two Kremlin receptions, at one of which he managed to address Bulganin as Mr. Molotov. And when he gets back to the U.S. next month to play his prizewinning Moscow program in New York, he will first be given a conquering hero's welcome at the White House.



HONORED AT KREMLIN, Cliburn is—on right—regaled by Khrushchev and wife of U.S. Ambassador Thompson. Interpreter stands between pianist and premier.



WITH STANDING OVATION, AUDIENCE AT MET MAKES DANCERS COME BACK FOR SEVEN CURTAIN CALLS



IN "PRYZHOK" OR LEAP, RAVIL CHUSAINOV SOARS

NEW YORK: DANCERS

Russia's most inviting Folk Caravan troupes stormed into New York with inexhaustible vitality and enormous skill. The Morosov Folk dancers whirled and whooped through a dazzling two-hour Tootsies, enlivened by planned pratfalls and prances, cossack romps and Cossack stomps. Formed 20 years ago by Igor Morosov, the troupe has welded folk rhythms from Russia's many ethnic groups into a single stylized idiom, full of leg jinks and

WINDOW-SHOPPING, ballet dancers eye spring styles on 57th Street. One troupe bought a \$1,000 dress at Macy's. Others shopped for Eugene Ionesco.



DANCING FOR FUN, Lubov Kirilava mumbles with caveat it poster, G. F. Hansen Sturm at party thrown by Unipresser's Hark who bought 100 over





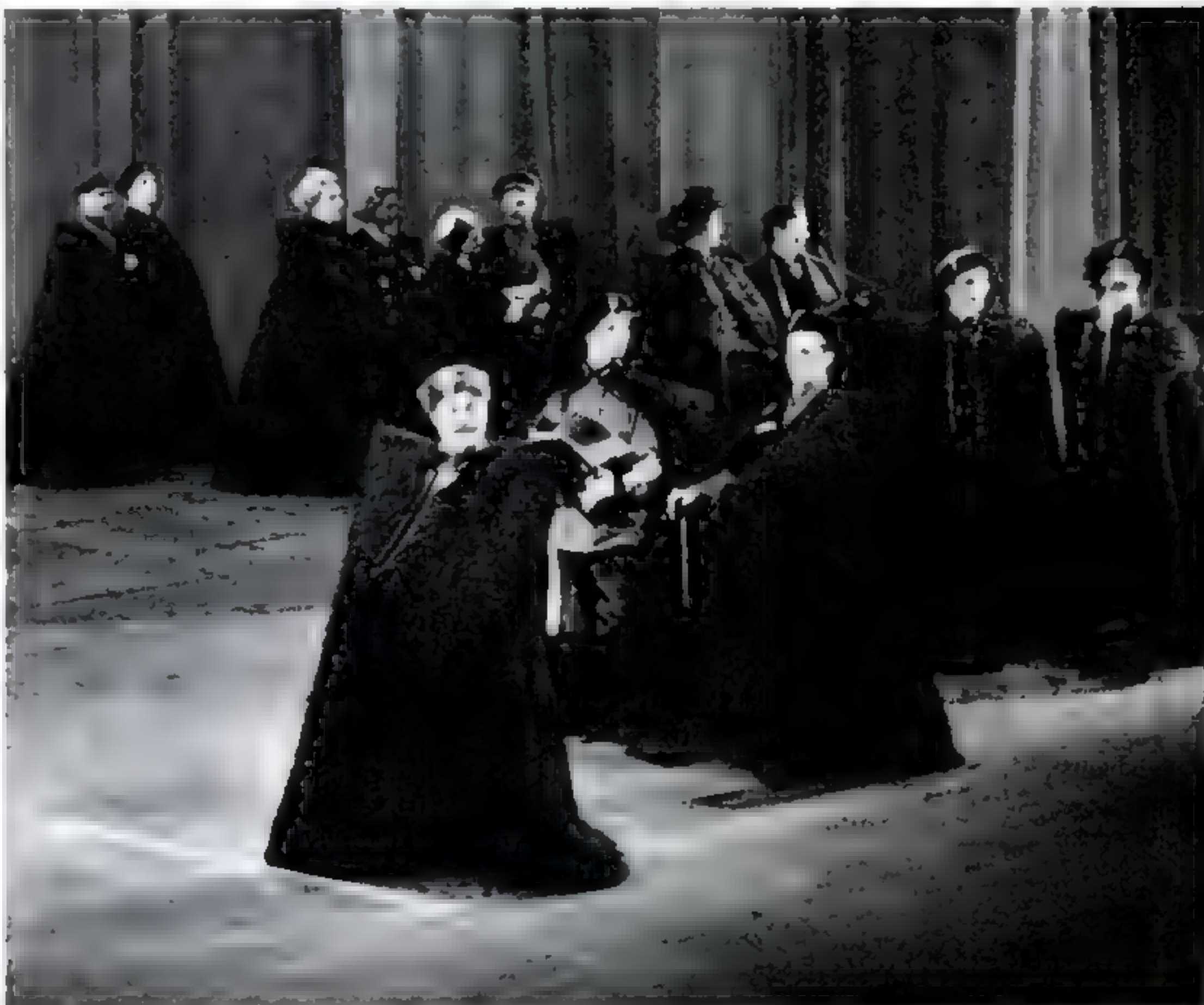
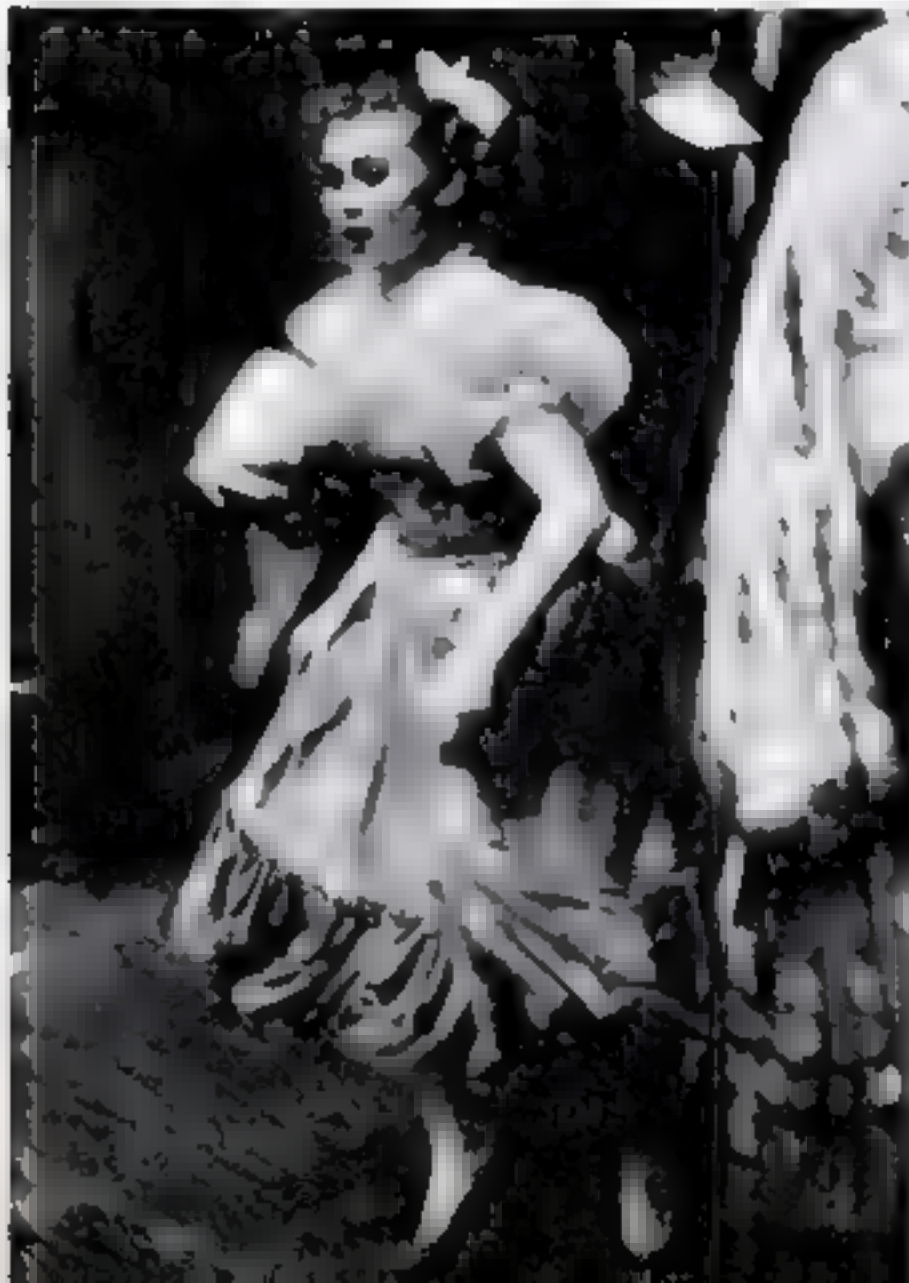
OVER CHORUS FOR SHOW-STOPPING FINALE. THOUGH TROUPE IS FAMOUS FOR HIGH LEAPS, DANCER IN THIS STUNT IS LAUNCHED BY AN INVISIBLE PARTNER

IN HIGH-SPIRITED HIT

High leaps. The muscular hooters who float the Met for their three-week stay will make a seven-week U.S.-Canadian tour.

The dancers were quartered in a theater-section hotel and in unchaperoned strolls through the city admired the skyscrapers, eyed American goods and sometimes made small purchases. A most happy find was a Fifth Street delicatessen where, after each night's performance, they gorged themselves on U.S. goodies.

SET FOR HER NUMBER. Galina Talanova waits in wings before doing a fiery village festival dance.



CLOAKED CAVALRYMEN gallop across stage in striking imitation of real-life horsemen. The dance

one of troupe's most famed, depicts wartime heroism of Cossack guerrilla against Nazi invaders.

Americans, Russians CONTINUED

MUSCLE MEN, AIRMEN AND MORE TO COME

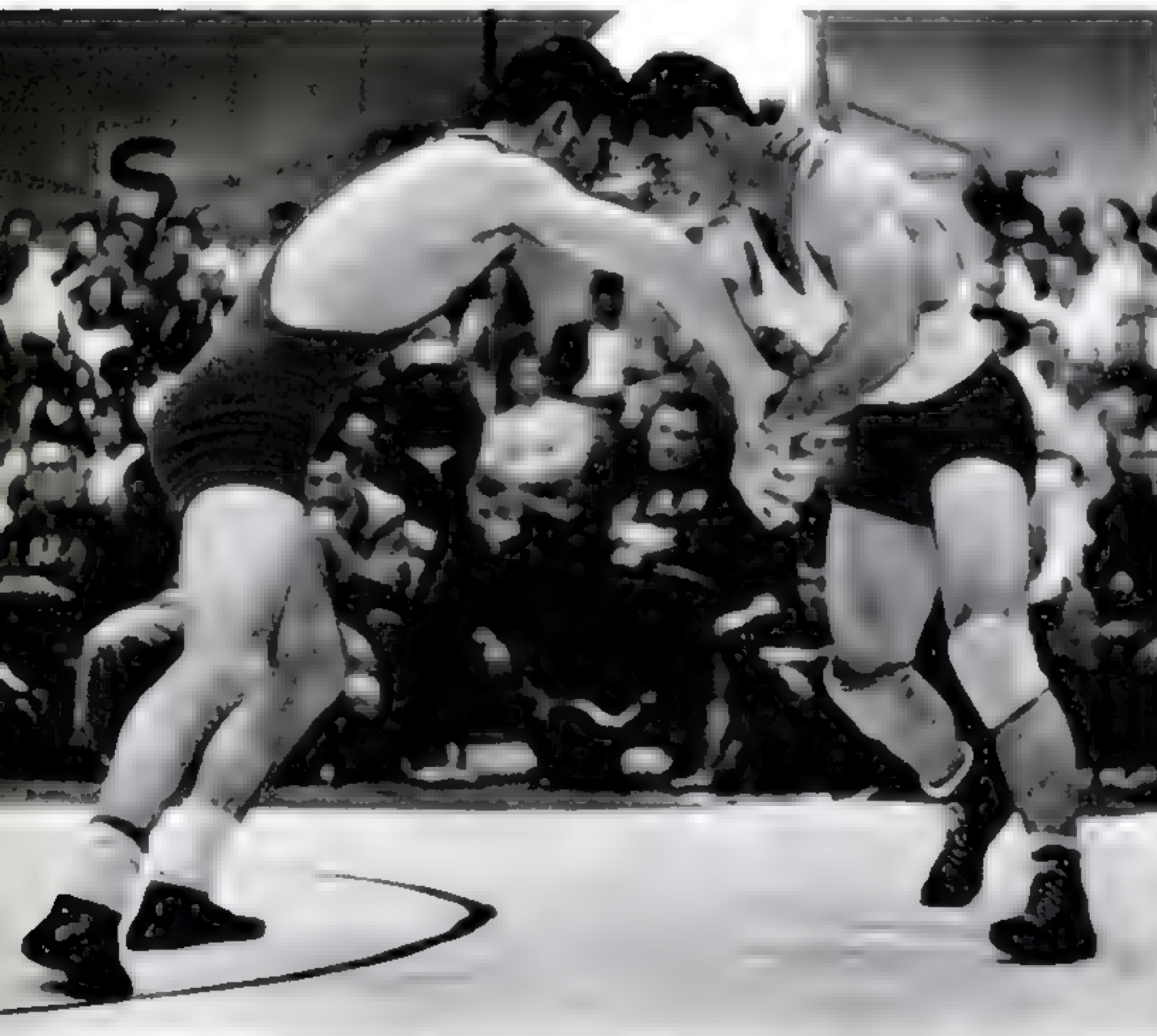
Moscow's muscle men had a visit full of triumph and new ideas. Wrestling top U.S. amateurs, they won 23 matches, drew six, lost three. They saw their first baseball, ate hot dogs and used handdryers in a girls' dressing room at Tulsa to cool off on a hot night.

Other amicable U.S.-U.S.S.R. relations were going on. Russian aero clubs had delegates at the meeting of the Federation Aeronautique Internationale in Los Angeles. Later they were guests of their president chief, Jacqueline Cochran. Among other attractions, going and coming, were the Philadelphia Orchestra, bound for Russia, and the famous Bolshoi Ballet coming to the U.S., bringing a new work in which the dancers strangely resemble the wrestlers.



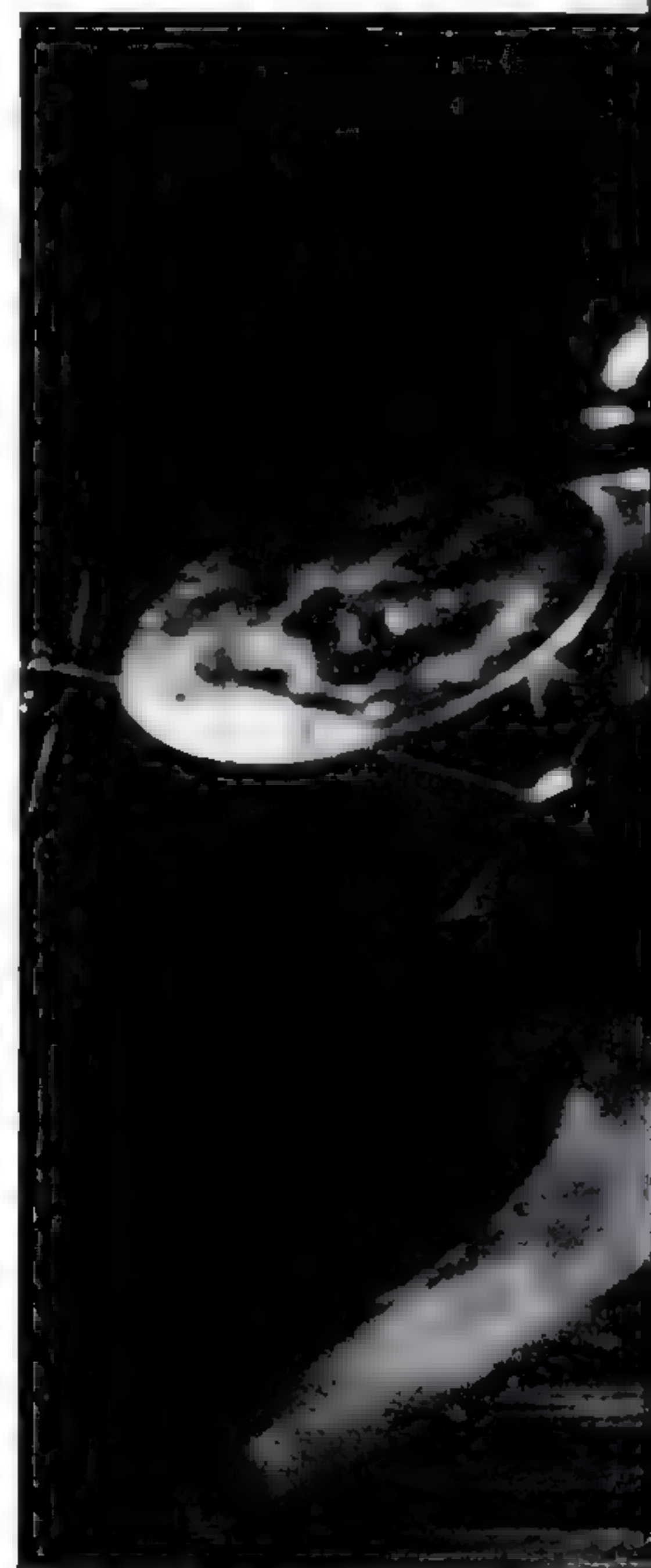
WRESTLING FANS, among the 4,000 who filled Tulsa's Edison fieldhouse with a record crowd, work

up partisan pressure watching Russian-American matches. The Russians won 5, drew 3 and lost none.



STRAINING STRONGMEN, Vakhtang Balavadze of Soviet Union (left) wrestles Phil Kinyon of U.S.

Navy. Locked in balletlike stance, they try for an opening in middleweight match which Russian won.



BOLSHOI BALLET in Moscow here performs gladiator scene of controversial new work, *Spartacus*.



RUSSIAN AIRMEN join Americans in toasting their sorbiero-wearing new President Cochran. The man at the far left and two at the far right are Russians.



PHILADELPHIA ORCHESTRA rehearses under Eugene Ormandy. They are preparing 12 programs to play in Kiev, Leningrad and Moscow May 23 to June 4.



which the U. S. may see next year. Ballet by Composer Aram Khachaturian and Choreographer Igor

Moisev is first break with rigid traditional Russian form—permitted by Ministry of Culture. It tells

story of Roman slave uprising and, says composer, fits "a time when many are fighting for liberation."



FRENCH AMBASSADOR Maurice Dejean, shown in wide-angle lens picture, stands before Soviet foreign affairs ministry in Moscow after talk with Gromyko.



BRITISH AMBASSADOR Sir Patrick Reel comes out of foreign ministry building after meeting Gromyko. The Western envoys compared notes on their talks.

AMBASSADORS TRYING TO GET SUMMIT SHOW ALSO ON THE ROAD



BLASTING U.S., Gromyko with pope John Paul II claims U.S. launches "provocative" bomber threat.

After the people-to-people preliminaries, the diplomat-to-diplomat preliminaries of the most important East-West show of all—the summit meeting—finally inched onto the road. The West challenged the Soviets to take presidential negotiations out of the realm of public propaganda into that of private talks. Within 24 hours, Soviet Foreign Minister Andrei Gromyko began holding secret sessions with the French, British and U.S. envoys in Moscow.

The Western initiative recovered some of the face the West had lost by its clumsy handling of the summit propaganda issue. But the Moscow meetings did not mean the East-West

gap was necessarily narrowed. Moscow still wanted to rush into a summit propaganda bonanza. The West still insisted that a meeting of the two sides could be exactly prepared so that it could really achieve something.

Even while receiving the Western ambassadors, Gromyko took time out to make a fast-told-tale that nuclear-armed U.S. bombers were threatening the U.S.S.R. The U.S., denying the accusation, met it head-on by welcoming its prompt examination by the U.N. The West wanted to make sure that progress toward the summit main performance would not be derailed by Gromyko's propaganda sideshow.



A LOOK AT THE WORLD'S WEEK



A PAIR OF OPENING DAY FANS HAPPY OVER A RUN

In the sixth inning of opening game at Washington, President Eisenhower was delighted as he and his good friend General Alfred Gruenther marked their scorecards. The President,

who had thrown out the first ball, is a home-team rooter, and Washington, which does not often win, had just scored its fifth run. It wound up beating Boston by a score of 5 to 2.



A FIRST IN 48 YEARS

For the first time in 48 years—since George V and Wilhelm II—a British monarch and head of a German government were pictured together when Queen Elizabeth greeted Chancellor



A WATERBORNE BEHEMOTH GOES SKIING

On the Hudson River last week appeared a sight that stopped a tugboat and halted traffic on Manhattan's Henry Hudson Parkway. It was a 1,500-pound elephant skimming along on

water skis. The elephant is named Beatty Hamid, after the circus in which it was appearing at Palisades Amusement Park in New Jersey. To get Beatty waterborne, the 14-foot-long

skis, which are 18 inches thick and weigh 180 pounds each, were rested on some rocks at the edge of the river. The animal, which had been trained in Florida, was walked aboard the skis.



FOR BRITON AND GERMAN

Konrad Adenauer at Windsor Castle. In Britain to discuss East-West relations and prospects for a summit conference, Adenauer had come to the castle as the queen's dinner guest.



UP THE HUDSON

Then, with its pretty trainer standing alongside, the elephant, which loves the water, went off for a 6 $\frac{1}{4}$ -mile ride, headed up the river toward the George Washington Bridge at 25 mph.



EZRA POUND FREE, STILL PICTURE OF THE POET

Ezra Pound, at 72, still resembling the complete poet, emerged from a mental hospital in Washington, where he was confined in 1945 as mentally unfit to be tried for treasonous

broadcasts from Italy. A judge held Pound, who wrote prizewinning poetry during confinement, would never be sane but was harmless. This cleared the way for his return to Italy.



ONE ROOF ON AND ONE ROOF OFF

A tornado hurtling out of the Everglades dipped down to earth five miles outside Fort Pierce, Fla. Freakishly it took the roof off one house, left it looking like a neat architect's cutaway house model. But the home next door was left intact. The tornado went on to cut a swath through the business section, injuring 50 people and doing \$5 million damage.

FRISKY SILKY BEFORE THE DERBY

At Churchill Downs where he will run in the Kentucky Derby, Silky Sullivan plopped down on a smooch pile and kicked his heels at the air. But the backs of the horse were not so frisky. In a 30-day week Silky, famous for coming from behind (last, March 20), waited so long he came in third. At another track, Elm Farm likely Derby favorite, set a record



Take a drive_right on this page_with Mercury

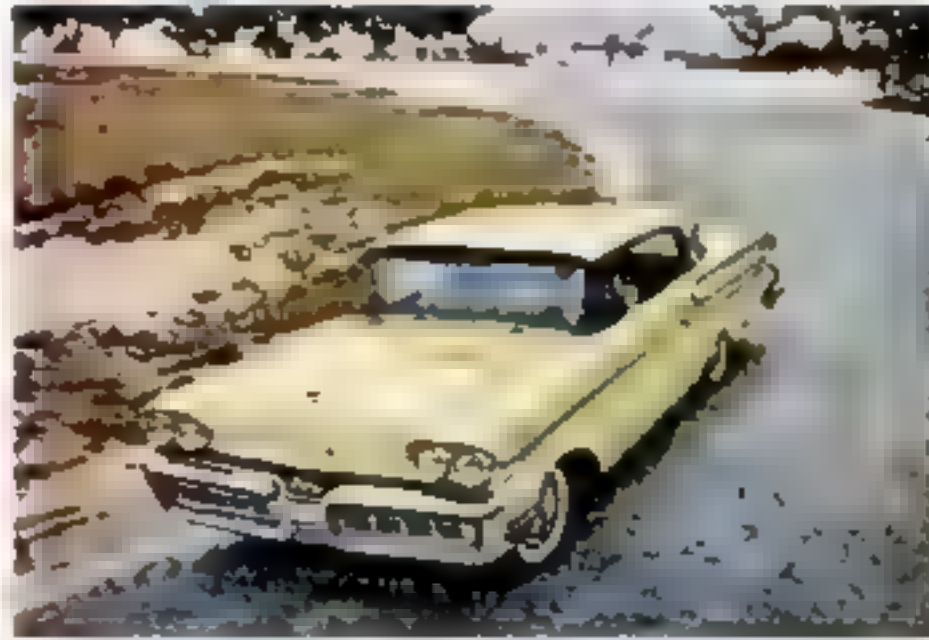


Performance Champion for 1958

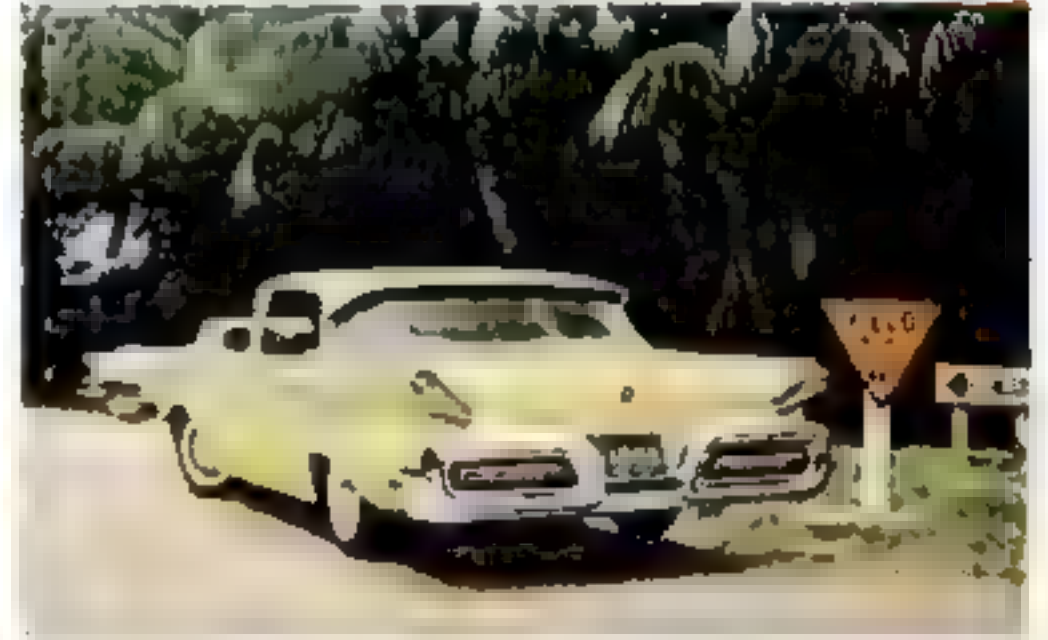
TRY MERCURY'S MONEY-SAVING MARAUDER V-8 ENGINES—312, 330, AND 360 HORSEPOWER—MORE POWER FROM LESS GAS



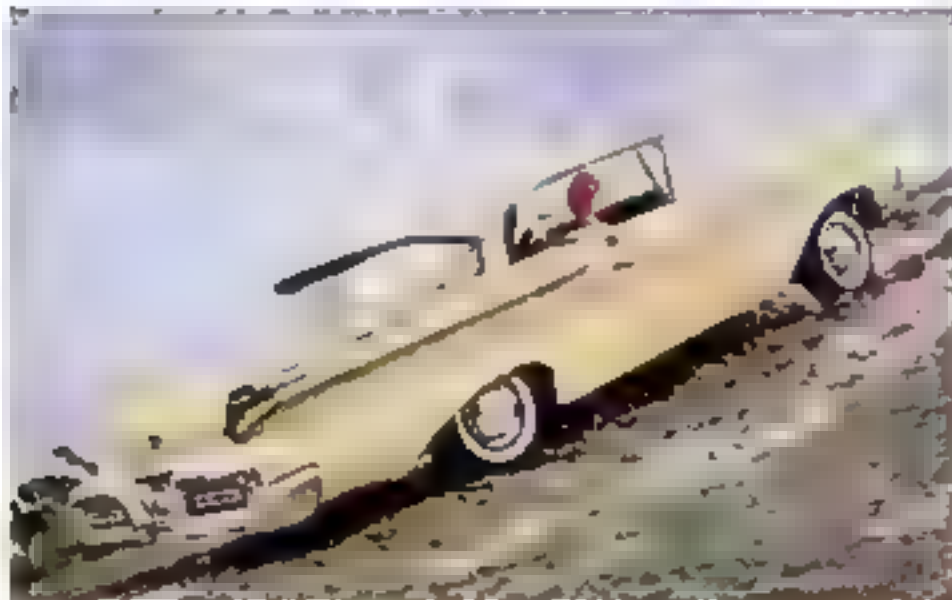
YOU FEEL NEW EASE IN TRAFFIC—Mercury simplifies driving with the world's most versatile push-button transmission, self-adjusting brakes, 30% easier steering, and brand-new engines.



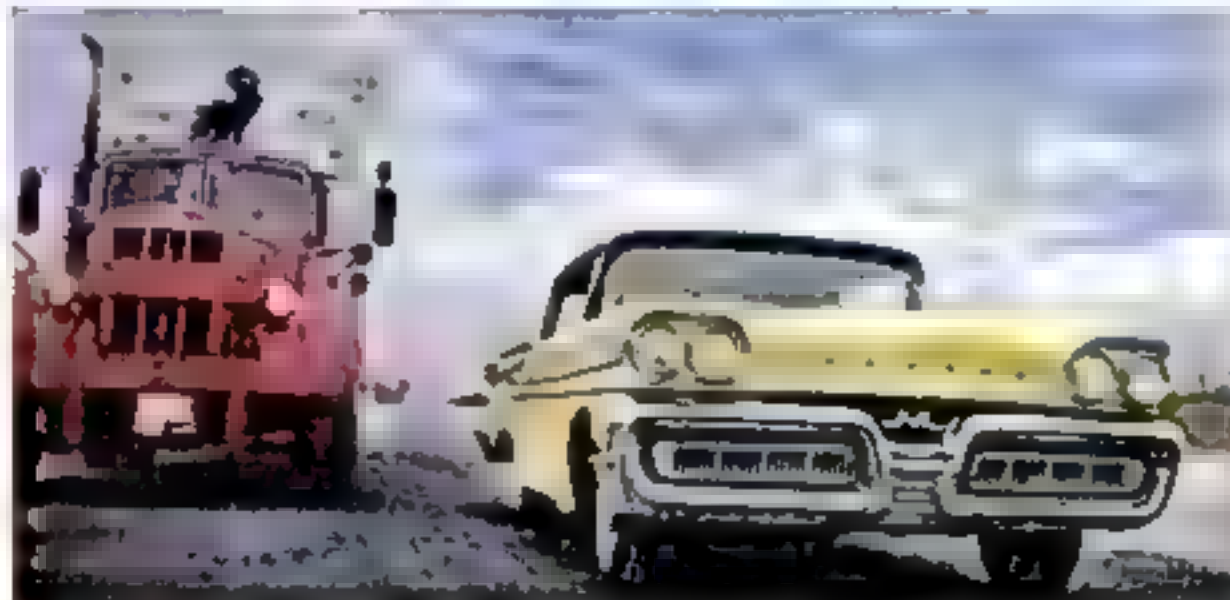
YOU TAKE CURVES AS IF THEY WERE STRAIGHT—Mercury leads its field for all-round bigness. Here's road-hugging size and weight; solid, sure-footed control.



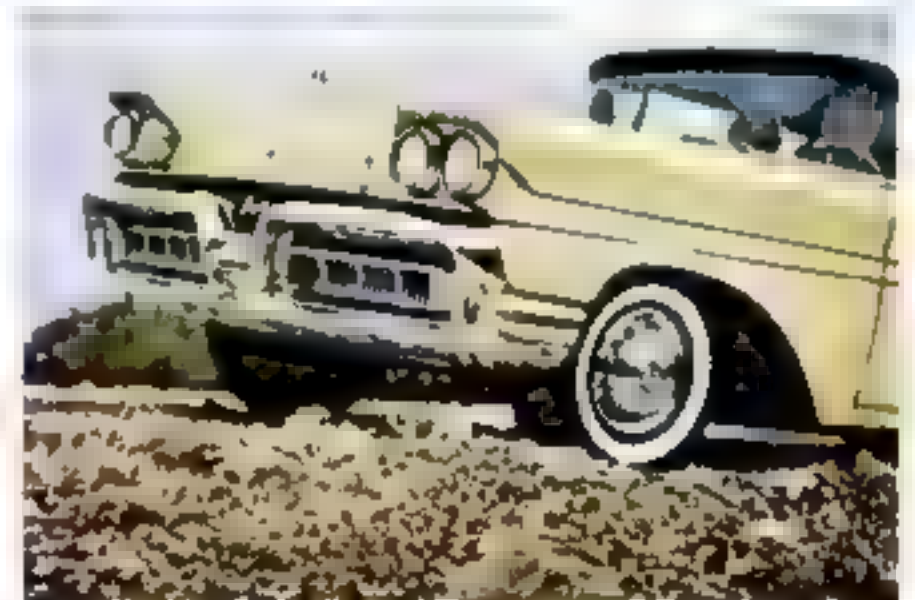
YOU FEEL INSTANT RESPONSE EVERY TIME—Entering highway traffic? No car answers your command faster, because no car at any price equals Mercury's power-per-pound.



YOU CLIMB HILLS WITH NEW AGILITY—No strain, no hesitation. Mercury leads its field for horsepower, outpowers all cars except one costing almost \$1000 more.

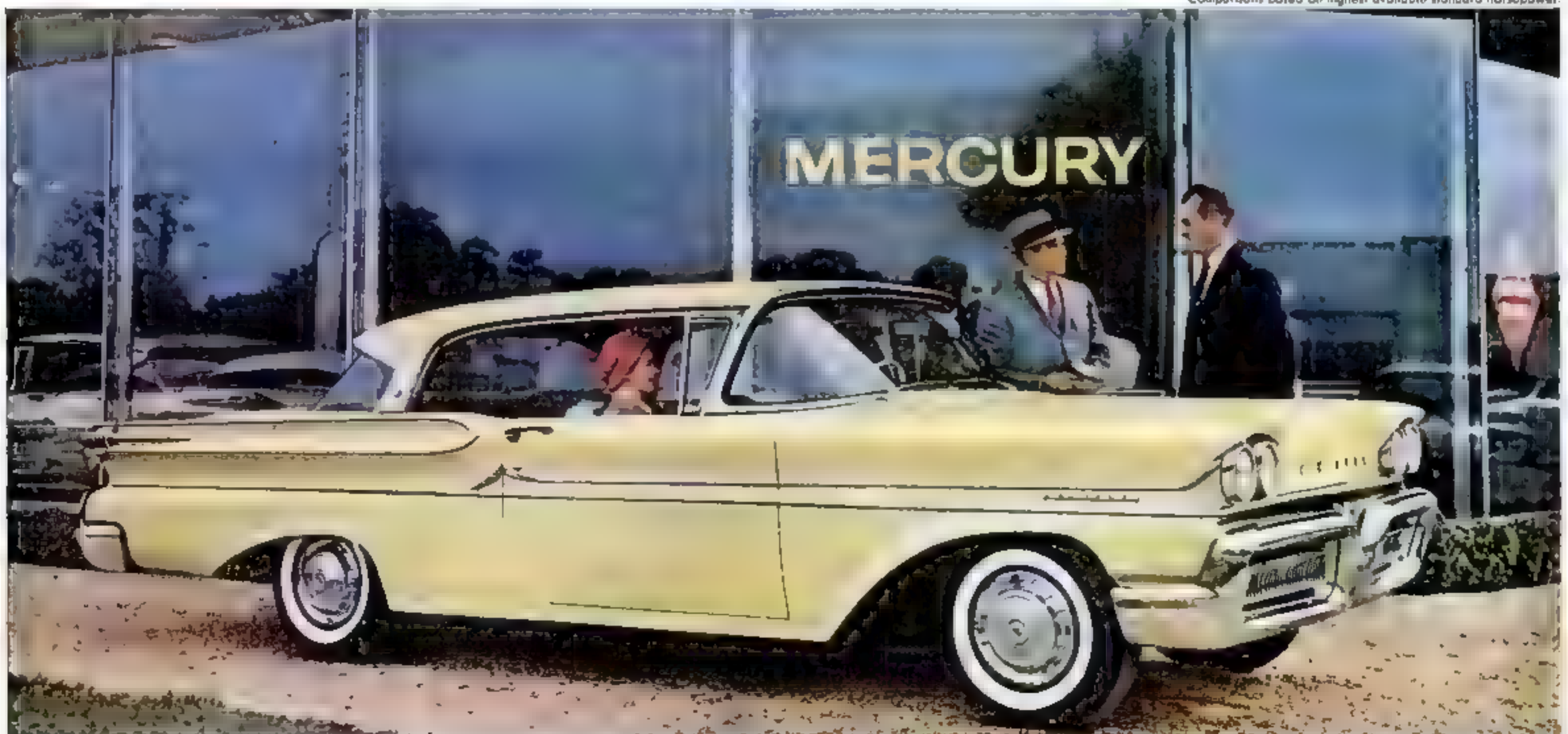


YOU HAVE RESERVE POWER FOR SAFER PASSING—You may never need to use all of Mercury's extra passing power, but how wonderful to know it's there—an extra-wide margin of safety for sudden emergencies.



YOU NEVER FEEL THE BUMPS with Mercury's new road-smoothing features. And prices are as gentle as the ride—start below 42 "low-price 3" models.

Comparisons based on highest available standard horsepower.





MAY IS NATIONAL TAVERN MONTH



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...and they like it!

Carling salutes the American Tavern — the friendliest place in town! Perhaps that friendly atmosphere explains why Carling has soared to such great popularity in so short a time. For Carling Black Label Beer is a friendly beer, and it sells everywhere at the friendly, popular price. Carling has already won a place among the nation's top ten brewers, and this growth continues at a record pace. When people try it, they *like* it. Why don't you try Black Label — America's fastest growing beer? You'll like it, too!

Every day, more and more people say

*“**Like** Black Label”*



The Best Beers in the World come from Carling

BLACK LABEL BEER • RED CAP ALE • STAG BEER

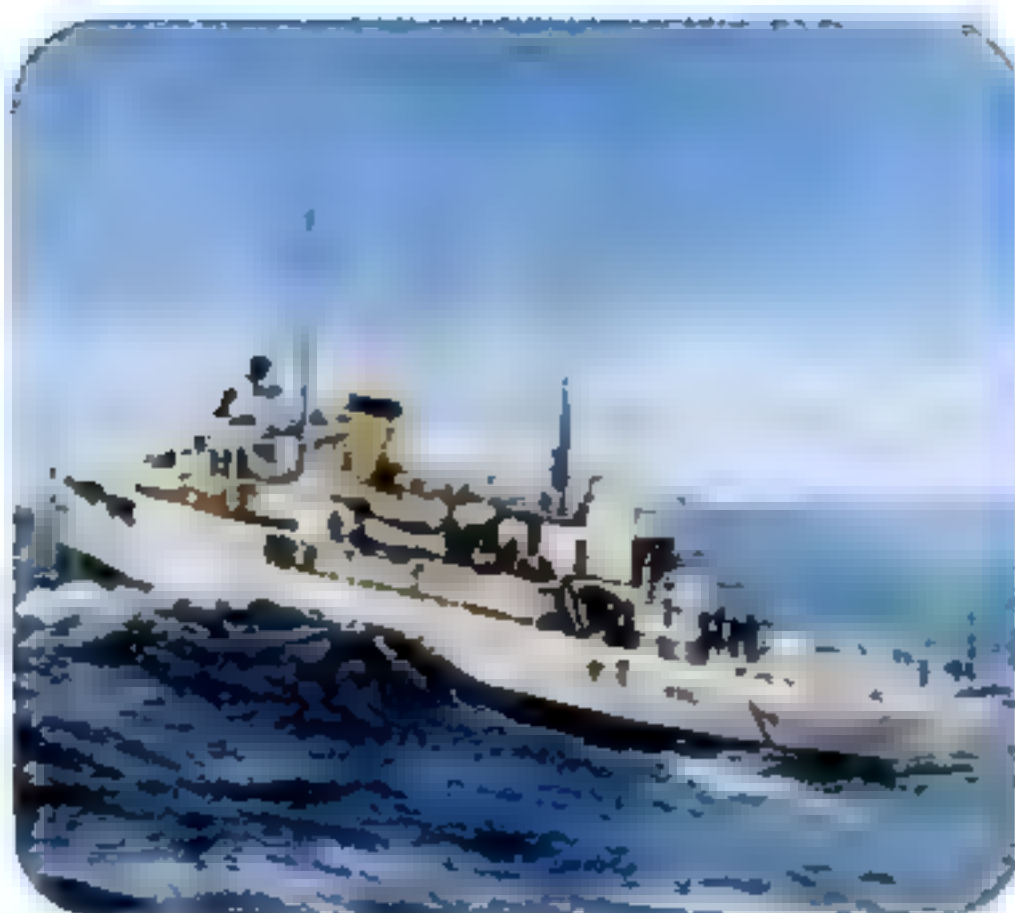
Carling Brewing Co., Cleveland, O., Belleville, Ill., Frankenmuth, Mich., Watick, Mass.,



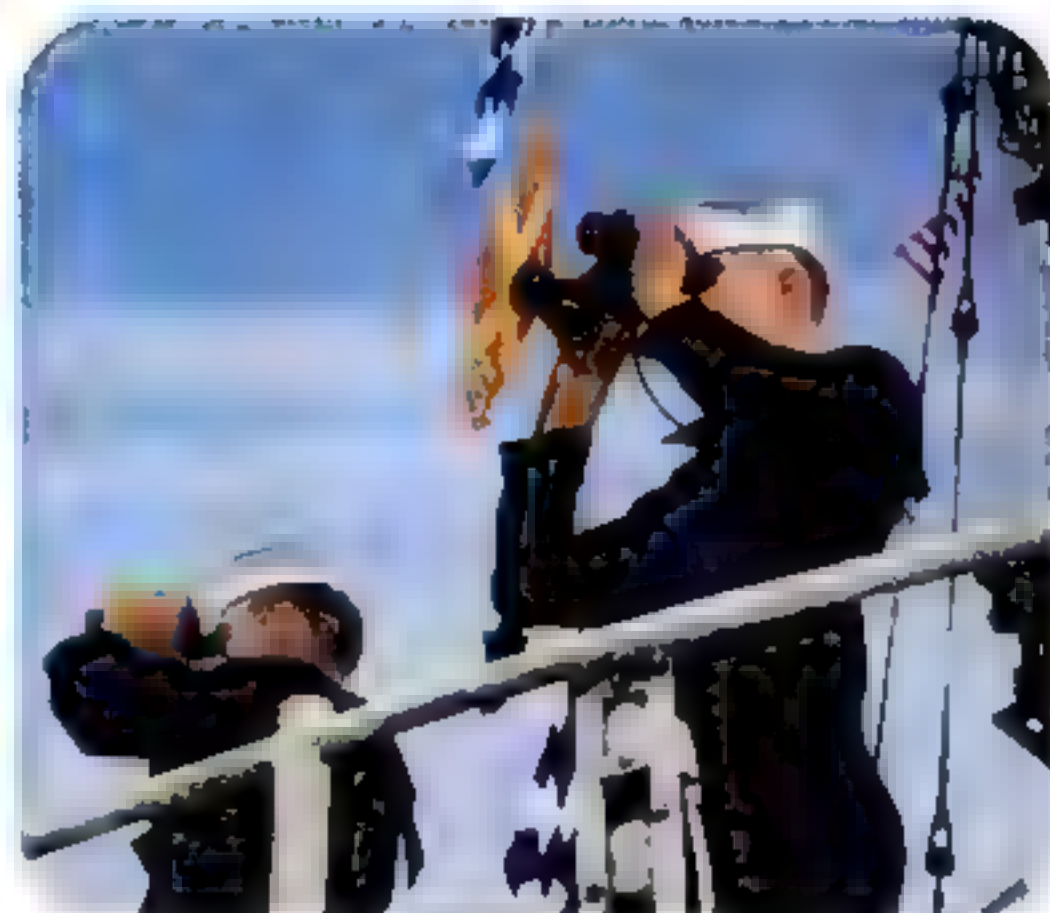


MEN OF AMERICA: ON SEA DUTY

*Live-action shots—
U.S. Coast Guard*



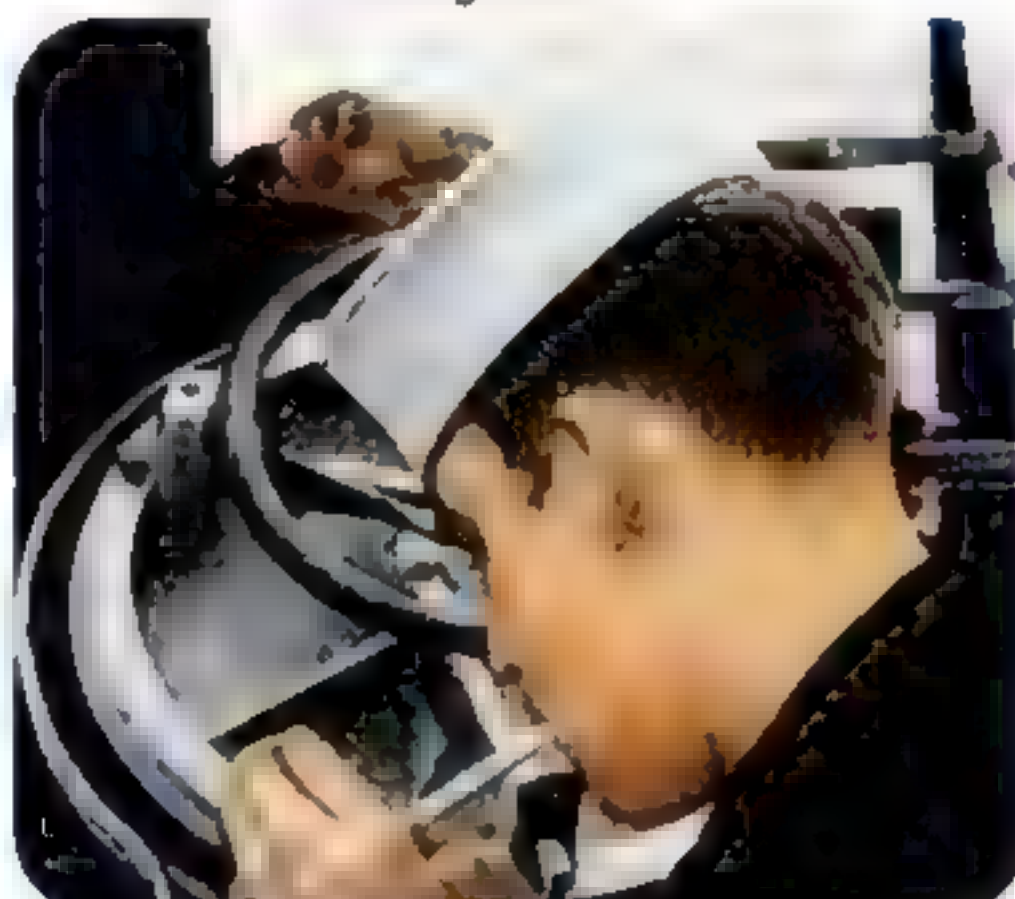
*White spray pounding!
Wind a-blowing free*



*Keen eyes look
for danger on the sea.*



*With the Coast Guard on patrol
you'll find a man*



*Stops and takes big pleasure when and
where he can... Chesterfield!*



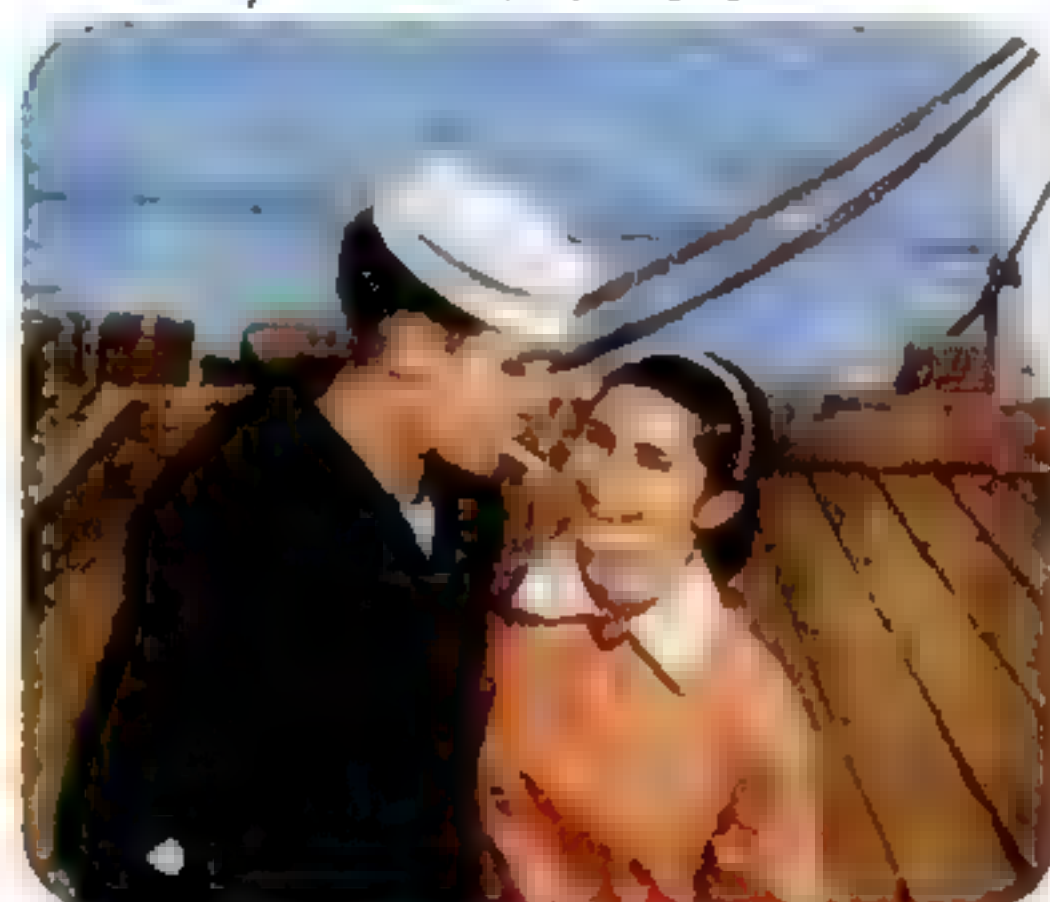
*Always the top-tobacco, straight Grade-A,
the top-tobacco in the U. S. A.*



*This sun-drenched top-tobacco's
gonna mean...*



*That you're smokin' smoother and
you're smokin' clean!*

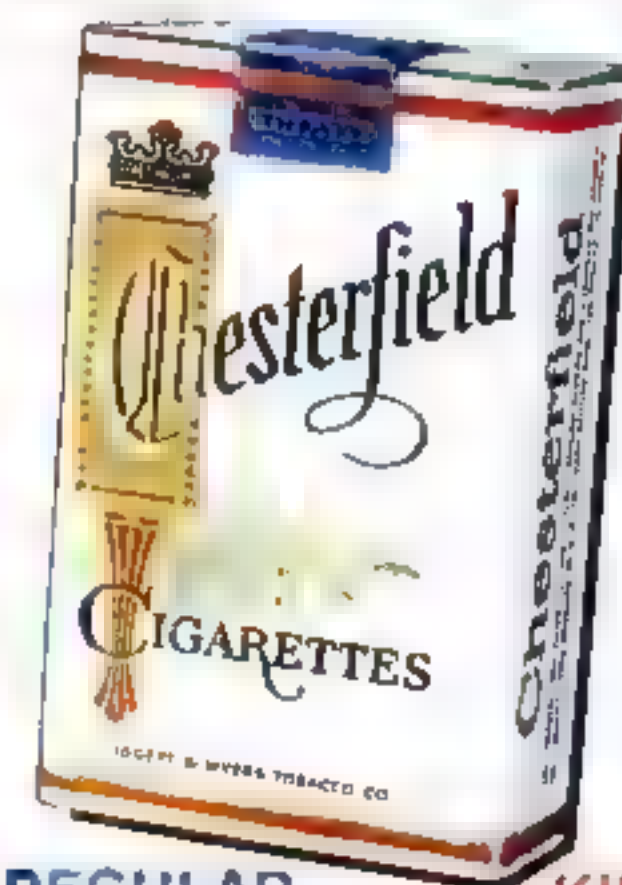


*The very best tobacco in the U. S. A.
gives you big clean flavor in a big, big way.*

When you've earned a smoke—nothing satisfies like the
BIG CLEAN TASTE OF TOP-TOBACCO!

CHESTERFIELD

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REGULAR

KING

... AND 'LAW DAY' REMINDS US HOW MUCH IT CAN DO TO MAKE A PEACEFUL WORLD

In Soviet Russia, May 1 will be the same old holiday, dedicated to the world proletariat. In the U.S. this year it will be dedicated to quite a different abstraction. By presidential proclamation, May 1 is "Law Day." The President asks us to reflect not only that law secures our freedom as American citizens, but also that "the rule of law in the settlement of international disputes would greatly enhance the cause of a just and enduring peace."

Which of the two abstractions is more potent? The idea of a militant proletariat has raised Communism to tyrannical power over nearly a billion people. Against its noisy banners, the idea of law seems feeble and vague. Much more tangible Western weapons—billions of dollars, arsenals of H-bombs, tireless diplomacy—have failed to win us the kind of world in which free men can feel safe.

But the idea of law is more venerable than any of these weapons, and perhaps more powerful. It was a force in human affairs long before the "proletariat" was invented. It has been a force since the time of Hammurabi and Confucius, of Moses and Solon, of Cicero, Grotius, John Marshall. It is the "bond of civil society" (Cicero) and the basis of all honest government. It is the means of justice; and justice, says the Roman axiom, is the way to peace.

Lawyers have dominated U.S. politics since the framing of the Constitution. But in recent years too many of them, preoccupied with law as a mere livelihood, have neglected its grander lineaments and wider potential. The observation of "Law Day" is part of a crusade to correct this myopia. Says the crusade's leader, Charles Rhyne, new president of the American Bar Association: "The need for law in the world community is the greatest gap in the growing structure of civilization."

Three vast fields

How then does one go about filling this gap? Where can law be extended among the nations?

First, take the vast field of business and economic relations. Conflicts here were recently thought to be the cause of wars. Yet within the free world large areas of economic conflict have been brought under treaties since the war. Chief Justice Warren has declared: "We can reasonably resolve that this whole field will be subordinated to peaceful procedures during the next 25 years." Why not the next 10? Due process has many wider economic applications. An obvious example: let the U.S. ratify the Organization of Trade Cooperation. A less obvious one: let the U.S. adopt the plan of German Banker Hermann Abs (*LIFE*, Oct. 28, 1957) for a "magna carta" of international investment and property rights. This would be a treaty among freedom-loving countries setting standards of how governments should behave toward other people's money, and vice versa.

Second, there is the equally vast area of international disputes over personal rights and wrongs. Many of these are "justiciable" under existing international law: yet the World Court, their natural forum, is virtually unemployed. It would soon come to life if more governments, including the U.S., would support and use it. Able lawyers have also urged a system of regional or other subsidiary international courts and arbitration tribunals. One lawyer, Luis Kutner of Chicago, has even proposed a treaty to internationalize the right of habeas corpus, that cornerstone of Anglo-Saxon liberties whose lack still brutalizes so many of the world's jails.

But third, there are those disputes of "power politics" that engage the prestige and fears of proud nations. These great

clashes, loud or muffled, echo regularly through the U.N. The U.N. is a dubious source of law, having been born as a league of victors rather than an instrument of justice. Yet whenever a U.N. decision is respected by the disputing parties, the idea of due process is fortified. It was fortified when Britain, France and Israel accepted its Suez cease-fire, as it was weakened by Soviet defiance over Hungary.

Law and the sheriff's posse

The obvious imperfection of the U.N., made glaring by the H-bomb, has turned many law-minded logicians into advocates of world government. All laws need enforcement; peace needs the enforcement of an international government and police force: so runs the syllogism. (For an impressive recent example, see *World Peace Through World Law* by Grenville Clark and Louis B. Sohn.) But logic alone does not make world government feasible or even desirable. Nor is force the whole definition of law.

"May it not be," asks Dean Roscoe Pound, "that universal law must precede the universal state which will undertake to put any required force behind it?" What Pound calls "a general body of recognized principles of adjusting relations and regulating conduct" already exists in scattered, unmatched and incomplete form among the nations of the free world. It wants only the will and work of devoted lawyers and statesmen to turn it into a true legal order. As for force, that too exists among law-minded governments; it should not be impossible to mobilize it behind the rules on which we are already agreed.

"The sheriff's posse lurks behind every rule of law," said Pollock. But behind the posse lies still a greater force—the force of reason and consent. There have been many bloodless revolutions in the growth of law. The story of Sir Edward Coke, so well told by Catherine Drinker Bowen in her prize-winning *The Lion and the Throne*, is one such. When he declared, "The king is under God and the law," Coke made the king furious, but his doctrine held. It permanently tamed the arbitrary power of the British crown and established the supremacy of law which is still the glory of the American political system. Our own John Marshall made a similarly peaceful revolution: by the unarmed force of legal reasoning, he turned a confederation into a nation.

Tragic neglect

Law is a system of rational, peaceful and agreed procedures for settling disputes. An established system pre-settles and therefore prevents most disputes by its own clarity. Stone by stone, the firm habit of due legal process can be pushed into the anarchic marsh of international relations. To reduce even minor areas of dispute reduces the risk that one of them might lead to war.

John Foster Dulles is a great international lawyer. Both he and the President have frequently proclaimed their devotion to law as the means of peace. How tragic, therefore, that the U.S. government in its time has done so little to implement this devotion and give a lead to the crusade which the bar itself is now launching. There is a hunger and thirst for the rule of law throughout the thinking part of the world. Said Tom Paine, "An army of principles will penetrate where an army of soldiers cannot." To promote the principle of justice through law is not merely powerful propaganda; it is a work natural for Americans toward a goal which we share with the whole human race.



Complete continuity of manufacture for close to a century; Longines has never lost a skill or forgotten a secret

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To anyone but a master watchmaker, the perfection of a Longines watch is beyond comprehension. Almost a century of research has gone into its evolution; the genius of foremost scientists, the labors of dedicated craftsmen. The proof of perfection is in the legion of Longines honors, the symbols of world opinion that make Longines

the world's most honored watch. ☞ For just a little more, the satisfaction of owning or the pride of giving a Longines watch can be yours. Beauty of design and untold years of unsurpassed timekeeping—aren't these superlative qualities worth "just a little more"? Your Longines-Wittnauer Jeweler will be *honored* to serve you.

Noteworthy new men's watches—left to right: Longines Panet Automatic—with mystery "Hour-Arrow", 14K gold, ultra thin \$175; Longines Chronometer Automatic—with official accuracy certificate, 18K gold

waterproof, \$35; Longines Comet Calendar Automatic—18K gold, waterproof \$35; Longines Triumph Automatic—14K gold, waterproof, \$195. All have applied 18K gold dial markers; shock-resistant movements*

**as long as crystal, stem and back are intact*

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

VICTIM, 'EXECUTIONER'

French Premier Félix Gaillard falls to a bitter foe

Last week, in a scene as familiar for its frequency as for its catcalls and insults, the cabinet of Premier Félix Gaillard was voted out of office, the 24th French government to fall or quit since World War II. After a vote of 321 to 255 against him, and with even old supporters refusing to come to his rescue, Premier Félix Gaillard resigned. The "execution," as some described it, took place in a parliament building which is often called "the house without windows" — partly because of its windowless facade (*below, right*) and partly because, some French say bitterly, its inhabitants never seem to care what goes on in the outside world.

The men who brought Gaillard down included Communists and right-wingers who opposed his plan to negotiate the Tunisian dispute. Gaillard tried to use a letter from President Eisenhower to support his stand, but his enemies, headed by the bitter Gaullist, Jacques Soustelle, attacked him as a "puppet" of Washington. Gaillard fought back bravely, but the forces of colonialism and anti-Americanism were too strong for him. No one could guess how long it would take France to find a new government. It had taken weeks to find Gaillard and he lasted less than six months.



THE VICTIM, Premier Gaillard, defends policy from rostrum. "The interests of our country," he said, "are gravely menaced tonight." Within hours he was out.



THE EXECUTIONER, right-winger Jacques Soustelle who led political attack on Premier Gaillard, watches (*center, wearing glasses*) from his parliament bench.



"HOUSE WITHOUT WINDOWS," the Palais Bourbon in Paris where the parliament meets, was completed by Napoleon with no windows in its classic facade.



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Fly to the "Heart of Paris" from Brussels by S-58 helicopter at no extra fare...get a birds-eye view as you go.



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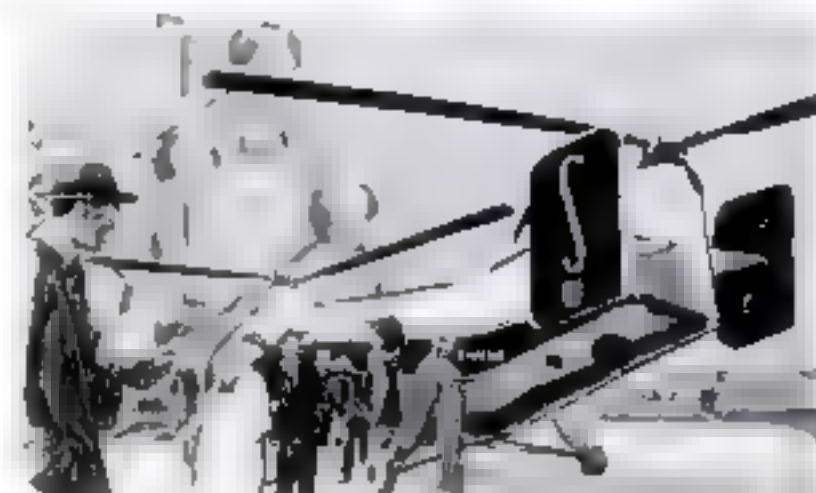
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SMUGGLER'S PUNISHMENT BEGINS WITH SERGEANT'S FINGER-TO-NOSE LECTURE FOLLOWED BY HEAD-ROCKING LEFT-HAND SWIPE THEN ROUNDHOUSE RIGHT

A SLAPDOWN IN INDONESIA'S SLAPSTICK WAR

Nobody in Sumatra associated with the fading rebellion against President Sukarno's Communist-tainted Indonesian government was having much luck last week. Even the smuggler shown here was getting his bumps in government-held Prapat, where he was arrested with sugar and cigars intended for nearby rebels. *Life* Photographer John Dominis, who has covered both sides of this strange war for four weeks (*Life*, April 10), took these pictures as the prisoner got the word about anti-smuggling regulations from a tough army sergeant. After being slapped in the face

15 times by Dominis' count—the smuggler was made to stand with his arms spread wide. When Dominis last saw him he was still holding his arms up (*below*) though beginning to sag after 12 minutes of punishment.

For the rebel leaders the outlook was equally discouraging. The government claimed capture of the city of Padang and a force was advancing on the rebel capital of Bukit Tinggi. But very few were being killed, and if, as is hardly likely, the anti-Red Sumatrans had the stomach for guerrilla warfare they could harass the Sukarno forces from the hills indefinitely.

STANDING BESIDE GASOLINE TINS, HIS ARMS RIGID, THE SMUGGLER IS IGNORED ALIKE BY SOLDIERS, SOW AND A BUSY CHICKEN AS HE TAKES HIS PUNISHMENT



CONTINUED

REBELS STILL TRY TO HANG ON

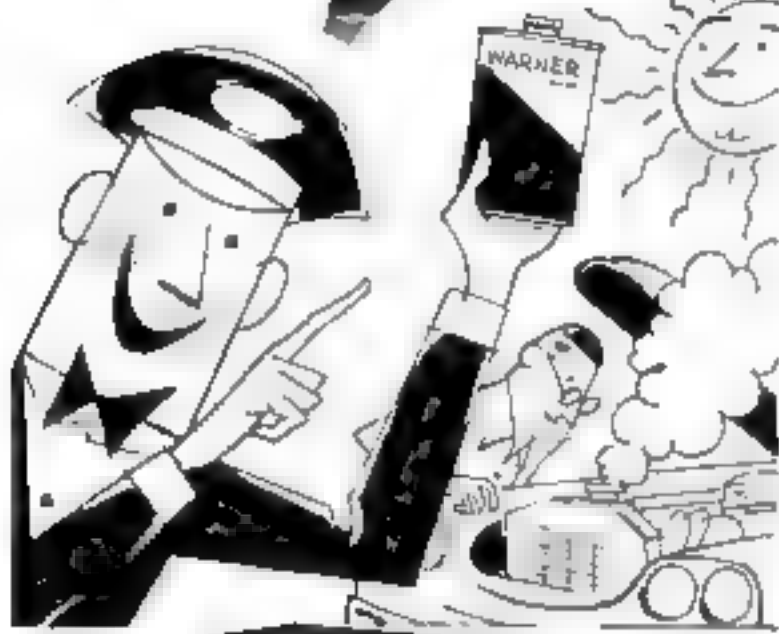


NEW MINISTER, Dr. Assaat (second from right), is sworn in as rebel vice premier by Premier Syafruddin here addressing rebel meeting. At the left are the ministers of foreign affairs and interior Simbulon and Dyaolbek.



NEW DEFENSES, thickets of sharply pointed bamboo stakes to impale government paratroopers expected any hour are patrolled by soldiers guarding airfield at Bukittinggi. Only sizable town revolutionaries still held last week.

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SYSTEM IN JUST
10 MINUTES!**



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WARNER SPEED FLUSH
IN WITH OLD ANTI-FREEZE,
ONLY ONE DRAIN*
... RUST GOES!**



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WARNER PROTECTOR AND
WATER PUMP LUBRICANT
STOPS FUTURE RUST...
GUARDS COOLING SYSTEM
ALL SUMMER LONG!**



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WITH COKE AND THESE QUICK-FIX FOODS
ON HAND—YOU'RE READY TO GIVE

a Party from your Pantry!

A well-stocked pantry is a good wife's pride and joy. From it she can produce a family meal . . . a company dish . . . a midnight treat. It saves time and worry—and for the “working gal” it’s an absolute must! So, tomorrow, why don’t *you* stock up on these “come-in-hand” foods. And be sure to lay in plenty of Coke—so good in taste, in such good taste. Coke will welcome guests . . . brighten meals . . . brighten *you* when you want refreshment!



1 GLAZED HAM AND YAMS. Spread canned ham with orange marmalade, stud with cloves, bake until glazed. Put canned yams in same pan, baste with drippings. Both will come out marvelously shiny and so appetizing. With a "thirsty" dish like ham, you'll certainly want ice-cold Coca-Cola. Coke has the clean, sparkling zest that livens your taste—makes the next bite of food more delicious!

2 FRUIT SALAD LUNCHEON. Chill canned fruits. For a "dressy dressing" stir whipped evaporated milk into mayonnaise, add diced maraschino cherries and slivered almonds. With hot blueberry muffins (from a mix) and ice-cold Coca-Cola—you have a luncheon to please the most fastidious. You show your good taste, too, in serving Coke—the best-loved sparkling drink in all the world!

3 BARBECUED CHICKEN. Broil frozen chicken parts, basting with barbecue sauce. This gives chicken a rich color, a wonderful flavor. Glaze canned onions in butter and sugar. Season frozen peas with marjoram and melted butter. With this party dish serve Coca-Cola ice-cold. The bright list of Coke will add gaiety to the occasion. Over 78 million times each day, someone, somewhere enjoys a Coke!

4 DEVILLED CRAB MEAT. Combine canned crab meat (tuna fish or salmon) with soft bread crumbs and dry mustard. Season, moisten with milk—sprinkle with buttered bread crumbs, bake. Serve with asparagus vinaigrette and potato chips. For your beverage—ice-cold Coca-Cola. The special personality that belongs to Coke alone—is recognized in over 100 countries today.

5 CHEESE SPREADS. Any spread tastes better with Coke. Try American with chopped anchovies; Roquefort with onion. With spread is, crackers and Coke on hand—you're all set for a tasty treat. So good in taste, in such good taste—Coca-Cola accents pleasant living, anytime.

SIGN OF GOOD TASTE



Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is vegetable oil in its purest form—nothing added. So clear and delicate, you never taste it. No other oil as fresh, as pure and as light—or more highly rated for good nutrition



Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Thrifty, too—you can use Wesson again and again

For good nutrition—Wesson is America's most readily available source of pure vegetable oil—unsaturated and unhydrogenated.

New frying idea — Wesson Skillet Sandwich

Grill ham and cheese sandwiches along with chopped green onions in just enough Wesson to cover bottom of skillet. Turn sandwiches when lightly browned, stir onions. Lightly fry tomato slices. Serve sandwiches garnished with onions and hot tomatoes.





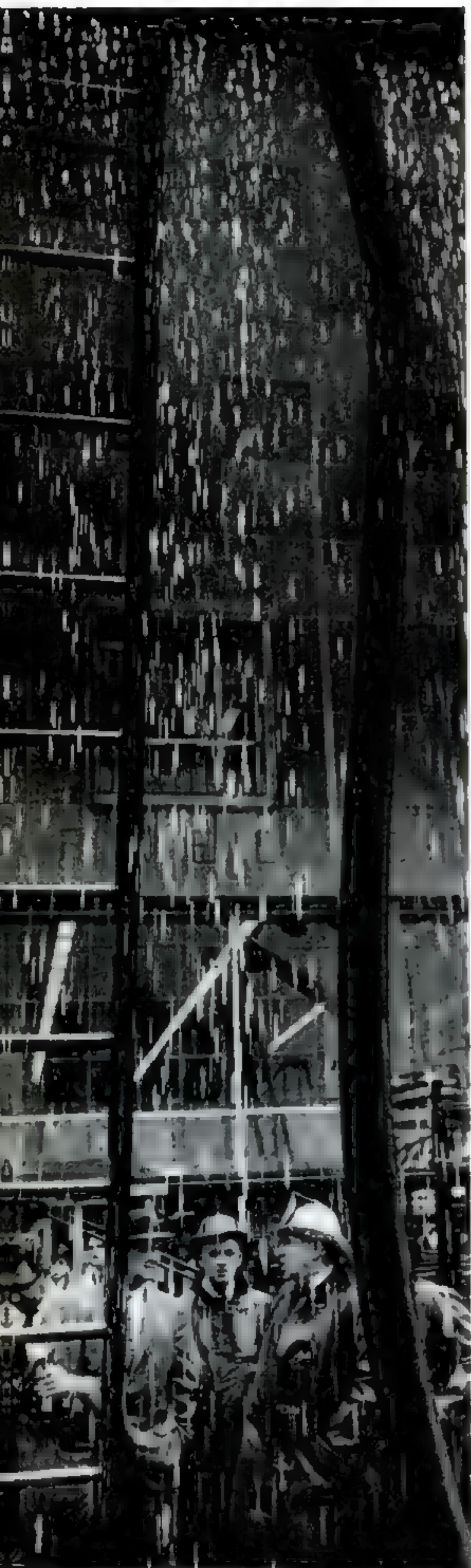
AS SMOKE SWIRLS FROM SHATTERED PANES OF MUSEUM'S 100-FOOT FACADE, FIREMEN GOUGE MORE HOLES. SPECTATORS WATCH FROM THE TERRACE AT TOP

FIERY PERIL IN A SHOWCASE OF MODERN ART

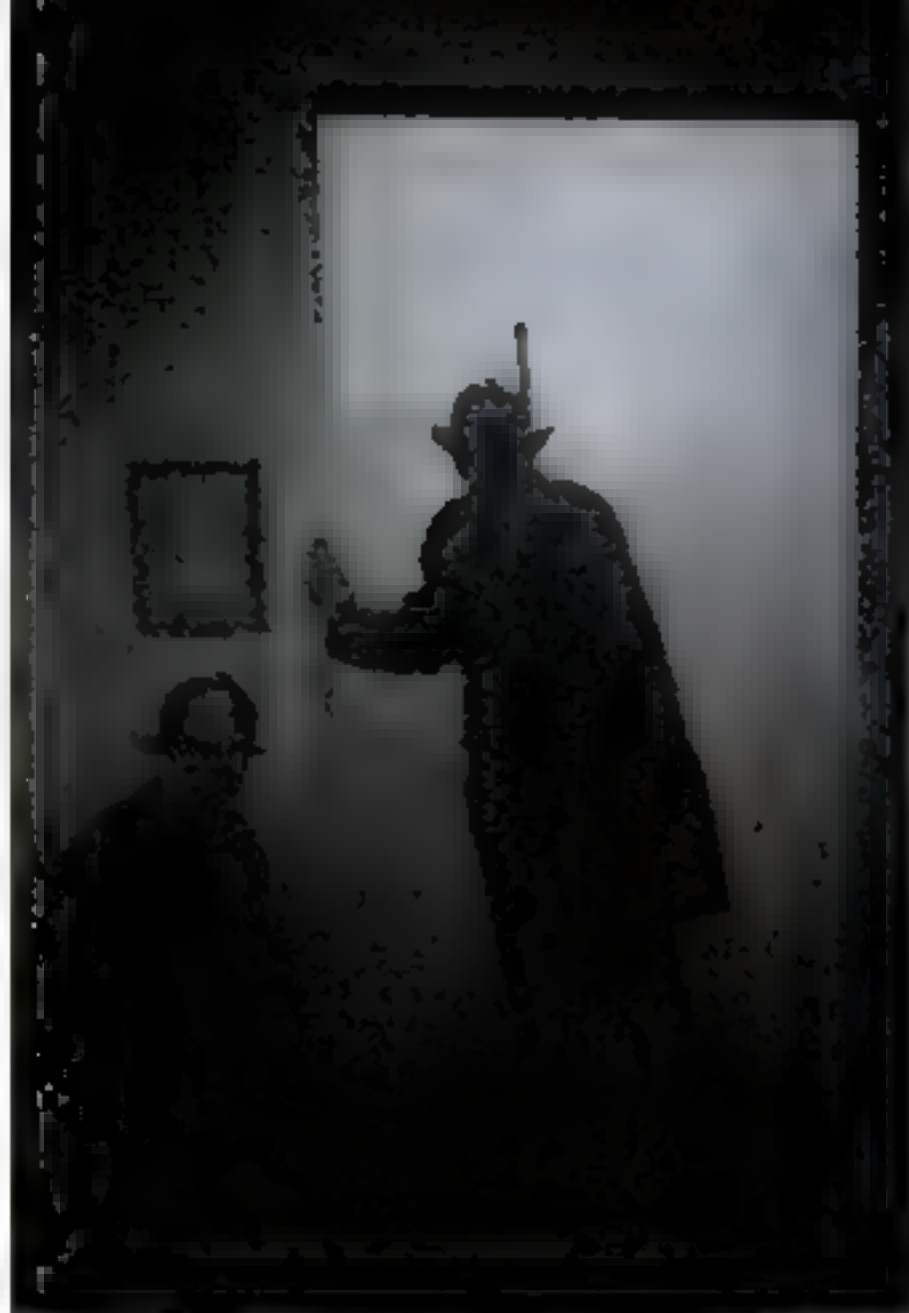
A multimillion-dollar collection is saved in New York museum but a great Monet is burned and lost

For a frantic hour in New York City last week, one of the world's great art collections was on the brink of destruction. Fire broke out in the glass-walled Museum of Modern Art and swept through a storage and exhibit area, scorching paintings in its path. Lunchtime visitors, come to savor salads and Seurats, found themselves engulfed by fumes and their exits blocked by smoke. As firemen heaved ladders and hoses into the building, staff members helped visitors out windows and over rooftops, then rushed to the galleries to evacuate millions of dollars' worth of art.

The fire had started from careless smoking by workmen installing air conditioning. By the time it was under control, one workman was dead and 28 firemen were knocked out by fumes. Surveying the damaged area, officials marveled that so much art, including Seurat's million-dollar masterpiece, *La Grande Jatte*, on loan from the Chicago Art Institute, had emerged unscathed. But several works were damaged and in one major case the loss was irreparable: Monet's great painting of water lilies, valued at \$100,000, was nothing but charred and water-soaked rubble (p. 56).



FIREHOSE SHOWER rains down on firemen and spectators standing under eaves. Fight at top.



BLINDED, firemen grope their way through smoke into gallery. Seurat drawing on wall escaped damage.

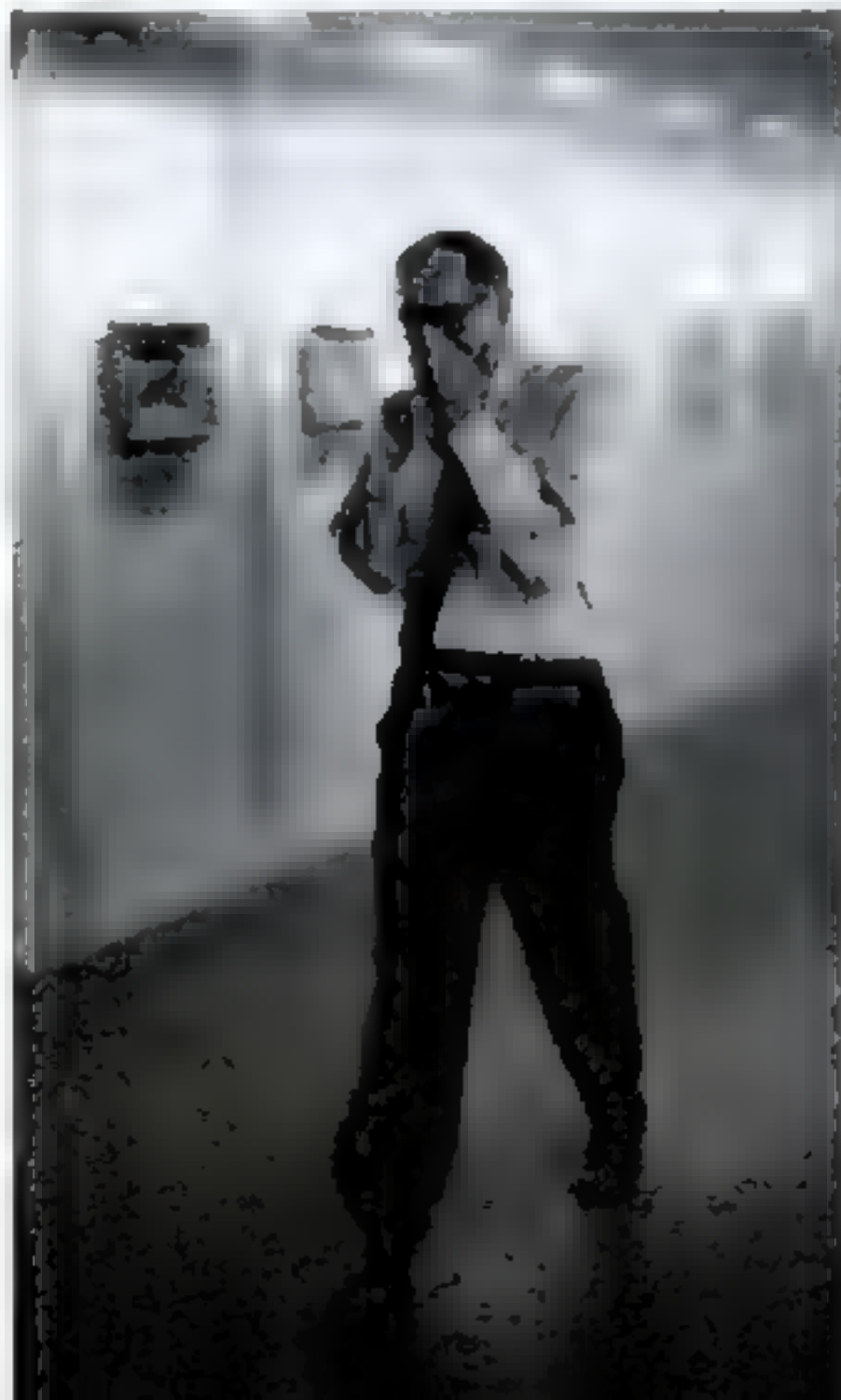


MASKED with face masks, men in dark suits inspect museum property. Seurat's 'Grande Jatte' nearby, but not in picture.



FIREMEN DRAPE TARPULIN OVER SEURAT'S "GRANDE JATTE," INSIDE GLASS CASE TOO HEAVY TO MOVE

CHOKING OFFICIAL, Alfred Barr, head of collections, gasps from smoke as he checks evacuation



WORRIED ROCKEFELLER, Nelson, museum board chairman, tours gallery, informing Seurat's fate



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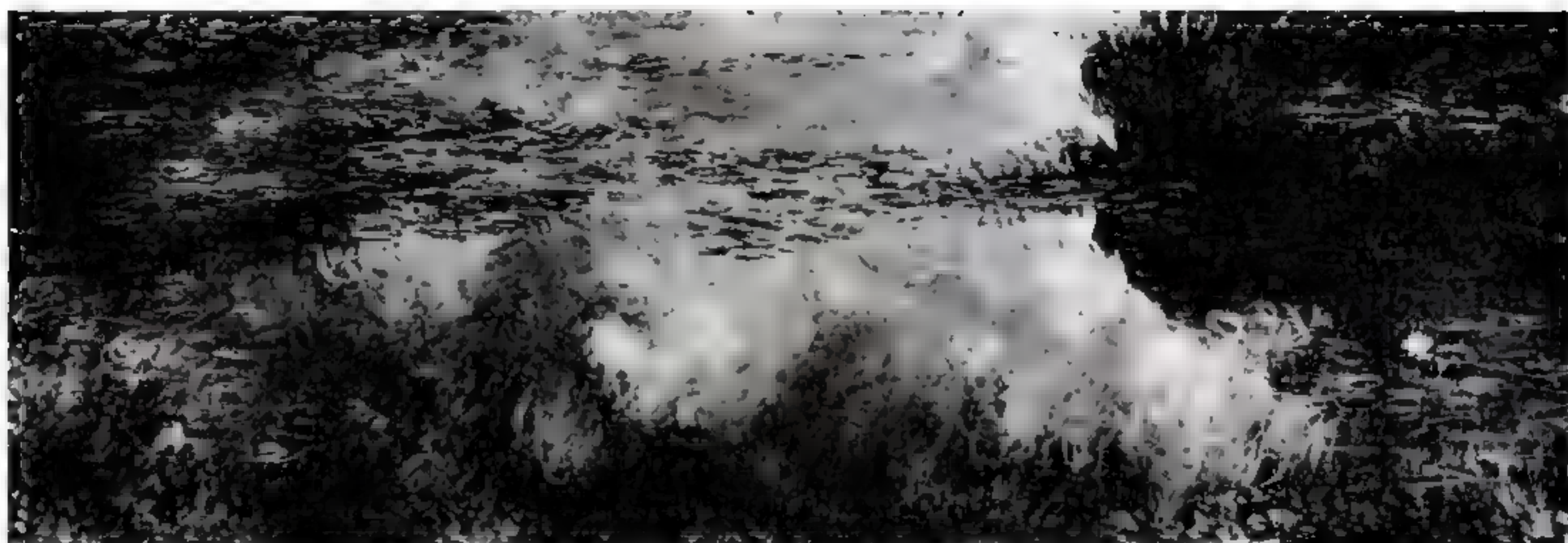


Aren't you
glad you use
Dial Soap!



(don't you wish everybody did?)

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BEFORE FIRE, Monet's 18-foot-long painting of water lilies (*LIFE*, Dec. 2, 1957) was attached to wall in second-floor gallery. As the blaze spread, the wall caught

on fire and the painting was almost completely consumed. Another smaller canvas by Monet was hopelessly blistered. Six other paintings were damaged.



DURING FIRE, a fireman who was overcome by smoke rests near carving by American Raoul Hague.

AFTER FIRE, the remains of Monet's *Water Lilies* lie smoldered beneath debris of walls and glass.





BERNARD DE HAAN, FAMOUS DIAMOND CUTTER, WITH GEMS FROM THE WINSTON COLLECTION

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RIP-ROARING DAY AT RIPPLE ROCK



Continued on next page



HOW ROCK WAS BLOWN UP is shown in cross section drawing by Levden-frost. Engineers burrowed from Maud Island (right) under channel bed east of

Ripple Rock and up into both twin peaks of the submerged rock. At the top of each shaft (center) they honeycombed the rocks with 1,375 tons of explosives.

DEMOLITION OF A MARINERS' MENACE

The roaring fountain of rock and water shown on the preceding pages rose up over Seymour Narrows, 100 miles north of Vancouver, last week to tear the summit from a submarine mountain called Ripple Rock and obliterate one of the world's worst shipping hazards. The biggest non-nuclear blast ever detonated on this continent, it took three years and \$3 million to prepare and required 6,953 feet of tunnels (above) and 1,375 tons of a special DuPont explosive, Nitramex 2H. The picture on pages 58, 59, taken for LIFE by N. R. Farberman with a remote-control camera 2,300 feet from the blast, shows at far left the superstructure of the shaft head.

Late and unlamented, Ripple Rock used to lie athwart the busy inside passage to Alaska. Its peaks, one of them only nine feet below the surface

at low tide, created vicious whirlpools in 15-knot currents. In 1875 the rock sank two U. S. gunboats and since then has destroyed at least 125 ships and 114 people. Attempts to whittle it down from above by placing charges from a barge were abandoned after nine workmen drowned and the Canadian hydrographic ship which had mapped it was stove in.

The underground approach was directed by Geologist Victor Dolmage. The main tunnels were seven feet wide, big enough for men to move through them, carting rock out and explosives in. Preliminary soundings show last week's blast moved 320,000 tons of sea water and 370,000 tons of rock, trimming 38 feet from the higher peak, giving ships a minimum channel of 47 feet and calming the angry waters in the bottleneck forever.

800-FOOT GEYSER SHOOTS SKYWARD AS BLAST NEARS HEIGHT. TRAILS IN SKY AT RIGHT ARE FROM SMOKE ROCKETS SCIENTISTS SENT UP TO MAP BLAST PATTERN





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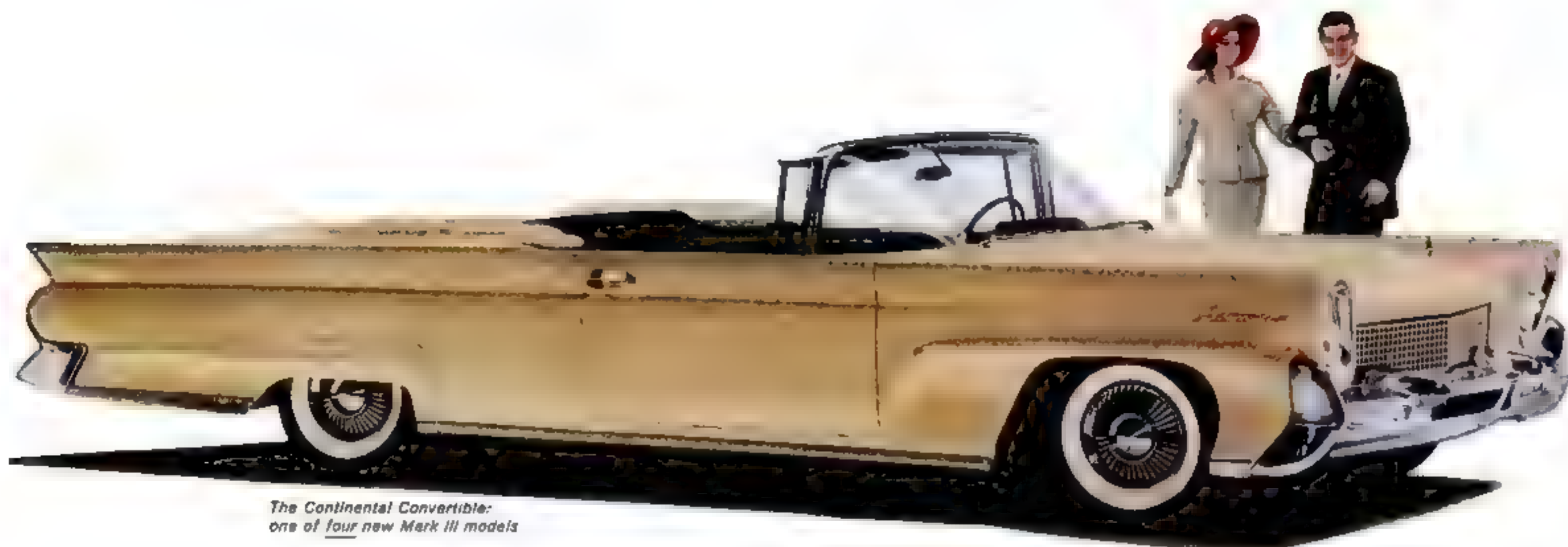
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The materials and leathers are the finest available in the market places of the world. Craftsmen lavish care on every stitch and fitting. That is why the new Continental Mark III will remain silent and secure over any terrain . . . why it will endure

And it is the proudest achievement of the Ford Motor Company that the Mark III can now be priced—because of unmatched plant and machinery—just slightly above the fine car field

CONTINENTAL DIVISION, FORD MOTOR COMPANY



*The Continental Landau, Mark III prices are
now just slightly above the fine car field.*

JOB DONE IN ONE SECOND

After years of preparation Ripple Rock was burst apart in one climactic second which is shown in the six pictures below. To shoot this sequence Photographer Farbman spent eight days on his own preparations, directing construction of three sandbagged bunkers and setting up a battery of nine cameras. The pictures below were taken by a remote-control camera in a bunker only 1,600 feet from the explosion. Farbman triggered it electrically from another bunker 800 feet farther back.

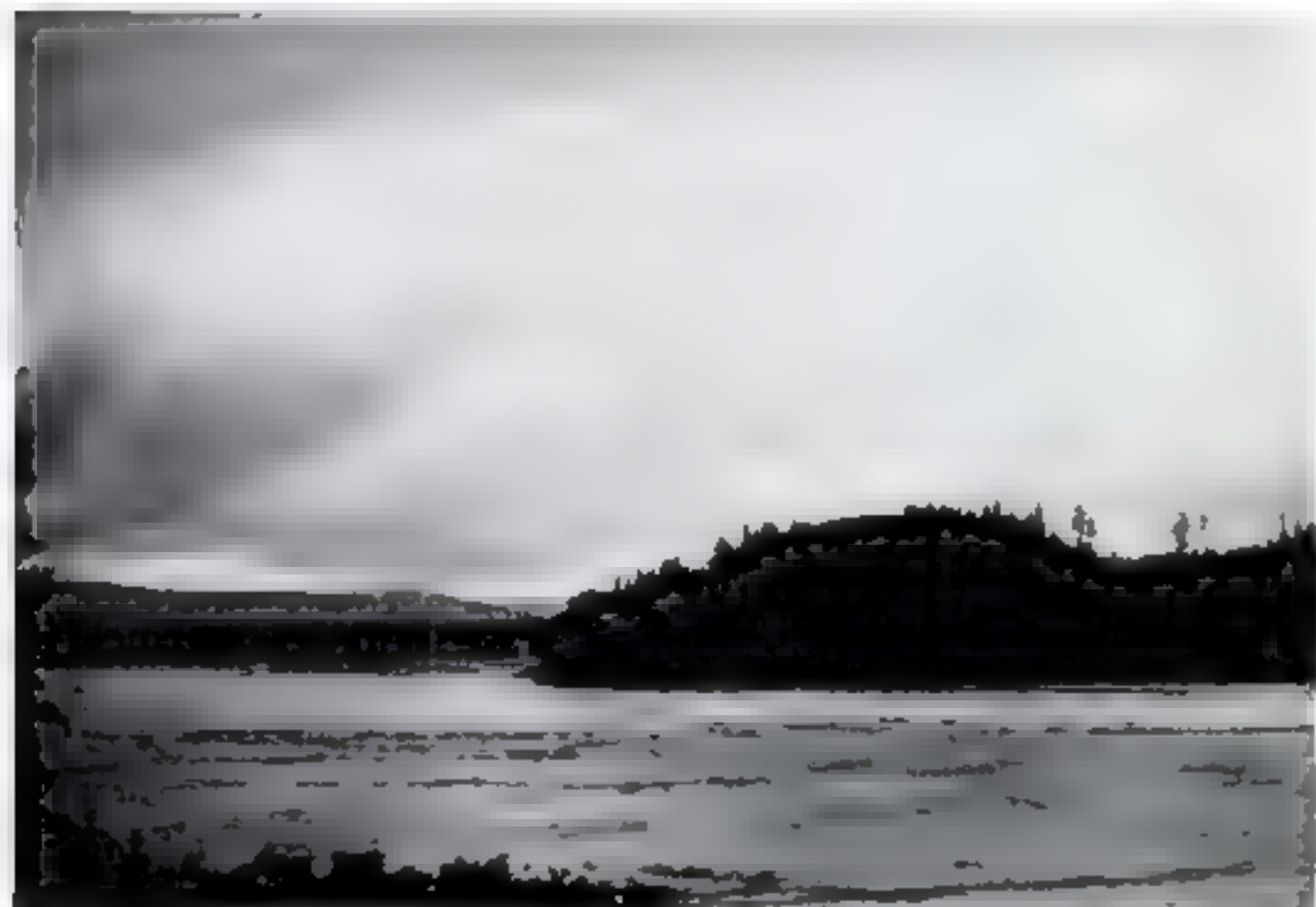
At the instant of firing, the camera shows the boiling of the 12-knot ebb tide over Ripple Rock under a heavy overcast. Zero plus 1/5 second: a burst of black rock sheathed in

white water shoots up from North Rock while a smaller eruption comes up from South Rock. Zero plus 2/5: the two explosions fuse into a single black and white mass. Zero plus 3/5: gases from the center of the explosion burst out, shattering its outlines. Zero plus 4/5: swelling 800 feet wide, the explosion generates a gaseous mist which begins to engulf it. Zero plus one: swirling clouds of pulverized rock and salt water turn the mist black and almost blot out the view. For nine seconds more the rock splashed down out of the sky and then came a torrential downpour which blast-ers attributed to the effect of their tremendous explosion on the low-hanging overcast.



PHOTOGRAPHER FARBMAN PICKS BUNKER SITE

ZERO



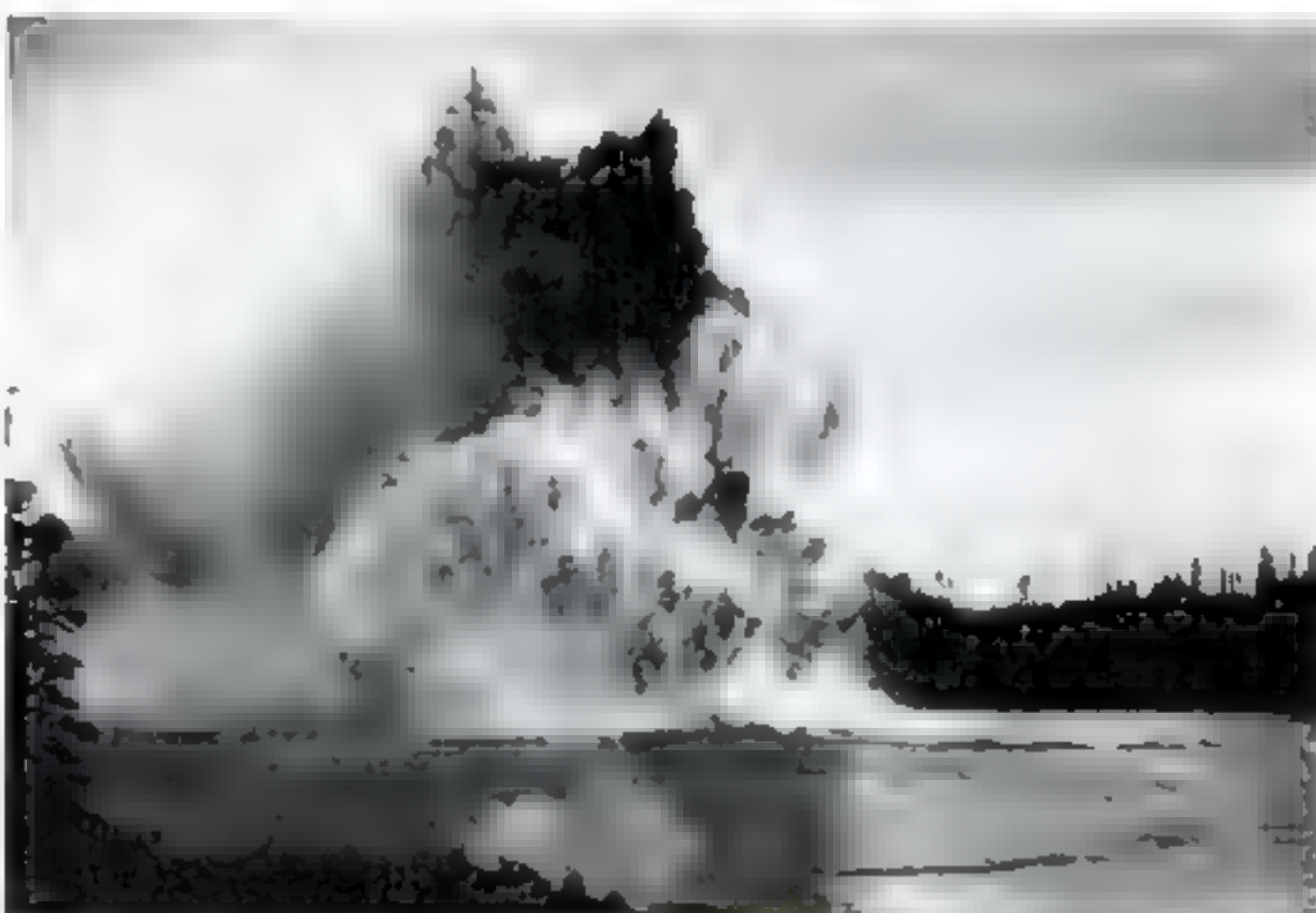
ZERO PLUS 1/5 SECOND



ZERO PLUS 2/5 SECOND



ZERO PLUS 3/5 SECOND



ZERO PLUS 4/5 SECOND



ZERO PLUS 1 SECOND



CONTINUED

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Stops more irritations

...more effectively



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Extra-absorbent action dries up moisture fast. Keeps feet and underarms cool and comfortable—even in hottest weather. Soothes girdle chafe, too. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

NEW JOHNSON'S
MEDICATED
POWDER

Get a can! 4 oz., 49¢—9 oz., 89¢



RIPPLE ROCK CONTINUED



1944 ATTEMPT to blast menace was made from large moored in rippling waters over rock. It was abandoned after cables snapped, nine men drowned.



1958 SCENE shows Seymour Narrows calm and undisturbed by even the strongest tide six hours after the explosion had reduced Ripple Rock to rubble.



More
to like
than
ever



*Marked improvement in
Marlboro filter does not disturb
famous Marlboro flavor.*



SHIRTTAILS OUT IN AN ANTICHEMISE CAMPAIGN, TUSCALOOSA HIGH SCHOOL BOYS STARE SOMBERLY AT THE SLACK BACK OF A SACK WORN BY HELEN LEMONIS



WHOOPIING IT DOWN at anti-sack rally, supporters cheer Don Siegal's speech: "Sacks Go Away."

SCHOOLBOYS WHACK THE SACK

Along with springtime, sack-time last week hit Tuscaloosa (Ala.) High School. On one day some 150 girls showed up wearing chemises and the boys, displaying more gumption than their older brethren in the rest of the country, made a manly show of protest.

The males of Tuscaloosa High," shouted Sophomore Don Siegal, "declare an all-out revolution." Dozens of boys in school came to class wearing white shirts with the shirttails

out as a protest against the sacks. At recess they held a noisy antisack rally outside the school (left). "Take the slack out of the sack," they chanted.

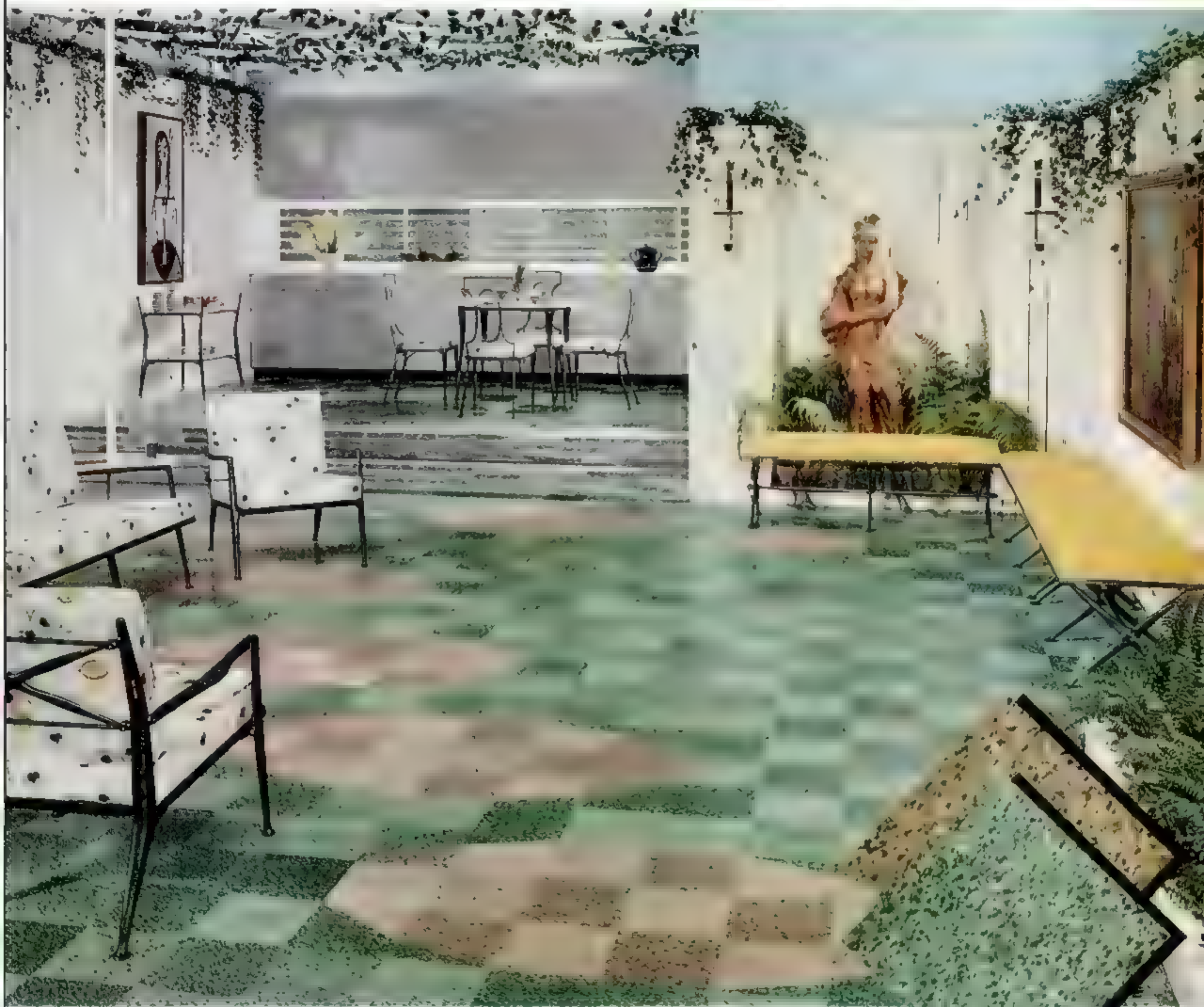
But then the recess ended and the males' all-out revolution fizzled out. Though the shirt-tails stayed out, the sacks stayed on and the boys had been taught an extracurricular lesson: there's not much a man can do these days about the shapeless way things are shaping up.

PRACTICING CHEERS IN CHEMISES, BOBBIE BRATTON AND GAIL SNOW MANAGE LIVELY LEAPS. BETWEEN THEM, SHIRTTAIL FORLORNLY FLAPPING, IS BILL BOSHELL



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Insist on the GENUINE
Look for the Kentile
name on every carton



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New Super Sea-Horse V-50. 50 hp. 12-volt electric starting. \$840.



NEW Super thrust! The Super Sea-Horse V 50 is a miracle of compact power—inspired by the finest automotive V-engine design. Great under load; it delivers full thrust instantly.



NEW Super smoothness! So vibrationless, a glass of water won't ripple at idle or spill under way. This new 4-cylinder Johnson "V" brings fine car smoothness to outboarding.



NEW Super quiet! The entire powerhead floats on rubber. The whole lower unit is enclosed to the waterline. So all air-borne noise is baffled—and exhaust, as always, is underwater!

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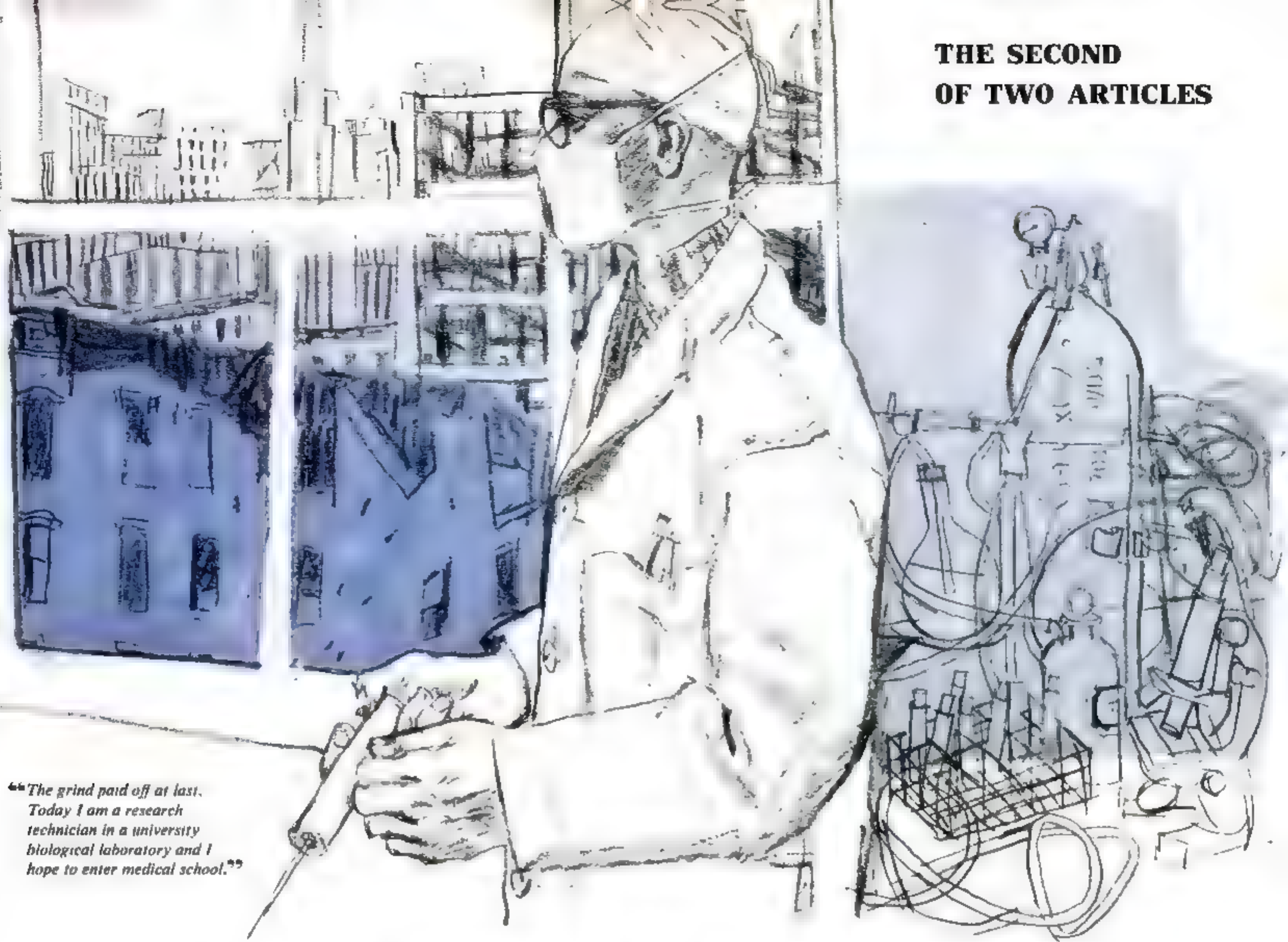
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A GANG LEADER'S REDEMPTION

In a sequel 'Frenchie' tells why he decided to 'jump smooth'

In its April 14 issue LIFE told the story of a Brooklyn boy who before he was 14 led a tough gang to power in a series of brutal gunfights. What happened to the boy—whose pseudonym is "Frenchie" Joveaux—after his street-war success is told in this sequel, again written by Reporter Ira Henry Freeman. The illustrations are by Robert Weaver.

IT was the end of the road for me when the bus turned off King's Highway four miles beyond Warwick, N.Y. I never felt so alone, helpless, trapped and scared in my life.

The sign at the entrance read: "New York State Training School for Boys." I had made it all right—president of the mighty Deacons, the club with the meanest rep and heaviest artillery in Brooklyn. Now from the top of the ladder I had hit bottom. As we drove in, I got a sinking sensation that my days as a big sahib of the Little People were over. I was in the cooler now, all the way in.

"Cheer up, Frenchie." The supervisor slapped me on the back. "You ain't going to the electric chair."

For two hours on the ride up from New York he had been trying to persuade me that I would like the training school. I stared silently at

all the damn red and gold trees. I did not believe one word he said.

The school grounds were as neat and depressing as Prospect Park. Red brick buildings stood around a large mall. Beyond lay athletic fields, a sparkling lake and, in the distance, the blue Ramapos and foothills of the Catskills.

"You don't see any fences or walls or armed guards, do you?" the supervisor asked me proudly.

"What a dump!" I said. I had been to the stupid country once on a summer vacation. To squares it might look prettier and smell sweeter than the Bedford-Stuyvesant section of Brooklyn where I came from. But what was there to do in these boondocks? I guessed there wasn't a candy store for miles, much less a bar.

We were herded through two locked doors into the reception area and searched to the skin. They actually looked inside our mouths. Even the headbeaters [police] of the 79th Precinct were not that thorough.

It grieved me to have to put on "state-o" or official clothes. They didn't look very sharp: gray corduroy trousers, blue denim shirt, sneakers, workshoes, a Navy pea jacket and a knitted watchcap.

I managed to swallow some of the supper slop—macaroni, bread,

GANG LEADER'S REDEMPTION CONTINUED

milk and salad. I wished I were back in Lenny's candy store at Fulton Street and Carlton Avenue having some chips and coke.

Then we were locked up for the night in tiny, single rooms with a grate at the bottom of the door and a window that opened only four inches. The walls pressed in even closer than they had in my cell at Youth House in New York, where I could at least look out through the heavy wire screening.

I lay back on my lumpy mattress, so shook up I could not sleep. It bugged me to be cooped up alone in this narrow cage. I had no idea what was going to happen to me or how long they would keep me here.

I tried to imagine my Deacons pacing the turf [gang territory] or talking about me in Lenny's candy store. "We gotta keep the club together till Frenchie gets back," they would be saying—I hoped.

Although I had been busted [arrested] less than two weeks ago, I was homesick already. I was only 14-and-a-half and had never really been away from home before. I thought about my family as I never had when I lived at home.

"You little hood," my older brother Larry had said when I was saying goodbye to my folks in Brooklyn Children's Court. "You ought to be shot for what you doin' to Ma."

"Hush," my mother reproved Larry. "Don't say that to your brother." She begged me to pray to God to make me a better boy. She didn't cry, but she looked so sad that the tears came to my eyes.

"Thirteen arrests." The judge shook his head over my file. "Gang fighting, shootings, burglary, stealing a car. . . . I don't know what to make of you. Your parents are hard-working, religious people in pretty good circumstances. Your I.Q. is extraordinarily high. Why do you do these things?"

I shrugged. What a dumb question. Every boy I knew did these things. Maybe I just did more of them and better.

"Well, son," the judge said, "I'm going to send you up to the country for a few months to straighten yourself out."

"The country" meant the training school. Warwick was the place for hard guys like me, the cop fighters, gang leaders, kids who had committed murder, rape, arson, robbery, every crime in the book. As long as you were between 12 and 16, had an I.Q. over 70 and were bad enough, you were in.

I made up my mind that I would stand it until Christmas. If I didn't get out legally by then, I would breeze [run away].

I was kept in the reception area for two weeks of inoculations and silly interviews by psychologists and social workers. Then, my orientation finished, I moved into a cottage. Almost 500 boys were grouped according to age or toughness in 15 cottages. About half were Negroes from New York. I found many boys I knew from Westinghouse Vocational or John Marshall Junior High School, and from clubs in Bedford-Stuyvesant and nearby turfs.

We boys lived on the main floor of the cottage. Our "cottage parents" occupied the second floor. Either the cottage father or a relief man was on duty day and night, and all doors were kept locked. At 5:30 a.m. Mr. Schultz, the cottage father, walked through the "dorm-o," rapping on the metal cots with his keys. "Rise and shine." After morning slop, as we called breakfast, I had to join the others in cleaning the cottage. We swept and scrubbed the whole place like mad for 40 minutes.

"Shine the floor like this, man," Chigger told me. With a rubrag under each foot, he began dancing over the highly waxed linoleum like Fred Astaire. Each boy had his own style of doing this, humming a bop tune and snapping his fingers. I found it was fun and invented a real crazy step. Rocking on the wax was repeated after every meal throughout my stay in the school.

While we were trucking over the linoleum, a mild little man smoking a pipe wandered in. I was surprised to learn that this casual visitor was Superintendent A. Alfred Cohen.

"Welcome to training school, Carl," he greeted me. I was amazed that the head man in the place should know my name so soon. Afterward I discovered that he knew everyone. He always used boys' real names, not their gang nicknames.

"If you have a problem," he told me, "take it up first with your supervisors. If they can't help, come to me. You'll see me around."

I did see him often, roving the grounds, bareheaded, hands in pockets,

puffing his pipe. Boys would stop him any time to pour out their troubles. He was never too busy to listen.

"You never met a cat so down as Little Al Cohen," the boys said admiringly of him. I never heard one bad word about him from any state-o bum. He was to change my whole life, and I have never been able to express my deep regard for him.

I had been placed in a "lap-lap" or model cottage to begin with. This was for the elite of state-o society, the boys of good behavior. But after

I got in a fight I was transferred to a stricter cottage. The new one was headed by Mr. Wall, a former pro middleweight, fattened out now, but still strong and effective. Although he would take no horsing around, he was good to his boys, easygoing and perhaps a bit naive.

My cottage-mates told me how they had once outfoxed him. He used to drive to New York one night a week to take a course in penology. The boys hid money back of a hubcap on his car. While the car was parked in the street, a pusher would exchange reefers for the money. Mr. Wall was fit to be tied when federal agents informed him he was trafficking in narcotics.

Gradually I swung into the state-o routine. Daily at 8 a.m. and 1 p.m. we all formed up on the mall to march off for three hours of school or work. Each cottage had its own fancy step and cadence.

My work assignment was to assist the librarian. This was a much easier, cleaner job than the other boys had who worked in the incinerator, bakery, laundry or maintenance shop or on the school farm.

I got the slope out in the library because I could read and write. For the same reason I did not have to go to class. Four-fifths of the "students" at Warwick had a reading level below fifth grade. Classes were devoted to remedial reading, elementary writing and arithmetic.

In the evenings I would be asked to write letters for my cottage-mates. I wrote letters for myself too. I fell in love by mail with a girl I had known casually in my neighborhood. Clarice was 16 and had golden skin, oriental eyes and a snaky figure. She sent me a picture of herself in a bathing suit. I stuck it on the wall of my room among pin-ups from *Ebony* magazine, photographs of steel bands and holy pictures.

My request for leave is denied

I DESPERATELY wanted to see my new girl, and Christmas was coming. I was flattened, then, when I found that not only was I not discharged but my request for holiday leave was denied. I blew my top to Mr. Wall. Except for a few fights, wasn't I keeping my nose clean?

"Except for a few fights a week, you mean," he said. He went on to explain that first leave was not customary during the first six months except in an emergency. "Anyway, March will roll around before you know it."

Not as far as I knew it. I could not wait to see Clarice. Furthermore I detested the monotonous chores and constant discipline from morning to night. I longed to roam free on my turf, raising some hell with my Deacons, giving instead of taking orders.

I remembered the promise I had made myself on my first night, that I would breeze if I didn't get out legally by Christmas. So I "borrowed" a key to the cellar door. Watching my chance, I slipped into the service tunnel under our cottage late one afternoon. These tunnels carried water, steam and electric lines to all the buildings.

The tunnel was black dark. As I crept along the wall I heard big rats scurrying. It occurred to me that if I got lost, no one would hear my cries for help. It might be weeks before a repairman happened on me. By that time I would be dead and devoured by rats.

I kicked against one. It squeaked horribly. The sweat broke out all over my body. Shuddering, I retreated. I found the unlocked cellar door at last and sneaked back into the cottage, feeling faint with relief. No more breezing—for a while, at least, I settled down to sweat it out until March if I could.

Early in February I got my first good break.

Taking my place at the head of the 8 a.m. formation one morning, I was surprised to hear Mr. Wall ordering me back to the cottage. From a window I watched my cottage-mates march off without me for the first time. I fretted for half an hour alone in the cottage, trying to read Captain Marvel while I worried over what crime I might have committed.



"Each boy had his own style of rocking on the wax, humming a bop tune and snapping his fingers."



Fun? You bet! Flying Dumbos sweep INA's Family with a Future high above Disneyland. Not far away is the Information Center maintained by INA and its agents. © W. D. P. 1958

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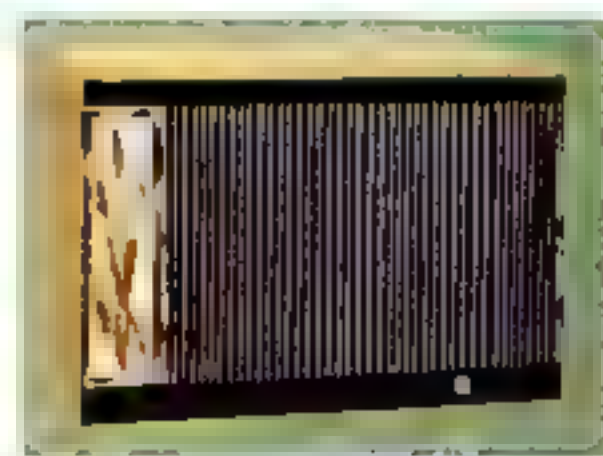
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GANG LEADER'S REDEMPTION CONTINUED

At last Mr. Wall returned. With him was Mr. Appleton, the assistant superintendent, who ordered me to put on my Sunday clothes at once. When I was dressed, he drove me to town without any explanation. I nearly popped with curiosity, but Mr. Appleton was a dry, strict, reserved man whom you did not question.

It was not until I sat in the office of the principal of Warwick High School that I learned that I and another boy from training school had been enrolled in the high school. Such a privilege was unheard of.

On the way back Mr. Appleton said, "The public school bus will call for you and bring you back. You will be on your own all day in town." I could feel my eyes pop. Why, I could breeze any old time with half a day's head start.

Mr. Appleton continued in his moralistic way. "I don't mind telling you that most of the staff disapproves of this. It is Mr. Cohen's idea. You and Ted Farrar will be the first boys ever to attend school off the grounds. It took Mr. Cohen five years to persuade the Warwick school board to take any of our boys on trial. If you fail in your studies or conduct, they will never accept any again. It's up to you."

This was my first hint that Superintendent Cohen had a special interest in me. I was impressed that he would overrule his staff in my behalf. Later on I learned that this was a clue to his character. He delighted in "playing a hunch" over the direful warnings of his advisers.

As we went to school the first day, I said to Farrar, "What's to stop us hopping the Greyhound bus at the drugstore some afternoon for New York?"

"Nothing," he said.

"Kind of a dirty trick to let Little Al down though, I suppose."

"Yeah," he said.

We did not mention it again.

Mr. and Mrs. Wall were as proud as if I were their own son making good. After my first day in high school they asked me, "Well, how'd it go?"

"The town kids acted kind of chilly to me," I said. "I'm the bad black boy from reform school, you know." Farrar, who was white, had seemed more welcome.

"Maybe you're too sensitive," Mr. Wall, himself a Negro, said soothingly.

It was not until the third day that any of the town kids began to thaw. A girl approached me as school was let out. "Are you the new boy from training school?"

"Yes. And you better steer clear. I'm supposed to be poison."

"You don't have to get mad about it," she said. "I just wanted to ask you to come to my house this afternoon to meet some other kids."

I wasn't supposed to hang around town after school. But this seemed like a wonderful chance to show these apple-knockers that a "hood from Brooklyn" knew how to act in a decent home. I felt a bit uneasy as the only colored face in the party but nobody seemed to notice. They played records and the girls asked me to dance. I even told some funny stories about training school. It was all mild compared to one of our parties back home, but I enjoyed it.

The lady of the house said to me, "I've heard about you. My, your mother must be proud of you!" I got an awful lump in the throat from that. My poor mother had had no reason to be proud of me for years.

Some really hard work

FROM then on I got along better and better in school. I avoided fights. I made the track team and was invited to school dances. To make up for the lost fall term I carried a double schedule. After school Farrar and I would change into our state-o clothes, rush through our work assignments and then study half the night.

"Hit the sack, boy," the man on all-night duty would command. "It's 2 a.m." I would fall dead on my cot without undressing. They would have to drag me up at 5:30. At reveille I cursed Little Al, but I stuck to the work.

Then at Easter vacation I went home on leave and it was like old times. Razor, Lucky and Scott met me at the bus stop in Harlem to escort me in triumph to Brooklyn. All the gang piled into the Ritz Bar and polished off a whole row of "sneaky pete" wine. "Never mind how much it costs," Razor said. "Me and Rat pulled a good score [robbery] to pay for the whole celebration." I forgot all about a date I had with Clarice.

From then on we had a ball. We picked a fight with three jokers in a penny arcade in Fulton Street, started a riot in a neighborhood bar and made a shambles of Sol's poolroom. I got a charge out of the cops chasing us over the roofs like old times.

Of course, I saw Clarice during my leave, and we made terrific valentino when her mother's back was turned. Like all girl friends she complained I spent too much time with the fellows. I made it up to her though on my last free night.

CONTINUED

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"The lady of the house said to me, 'I've heard about you. My, your mother must be proud of you!'"

GANG LEADER'S REDEMPTION CONTINUED

My luck turned bad as I was walking home alone after saying good-bye to Clarice. Crossing through Fort Greene Park, I was sandbagged from behind. I tried to run. Two men hit me again. I fell with a sharp pain in my chest and blacked out.

I came to in Cumberland Hospital. A stab wound in my chest had been patched up and a plaster stuck on my head. I realized I was already one day AWOL from training school. They would never believe I had been mugged. They would assume I had been gang fighting.

With shaking hands and buzzing head, I dressed and tottered out of the hospital. When I arrived at school, I told Mr. Wall I was pooped out from my leave. "Too much sporting life, eh?" He winked. "I'll put you on light duty for a few days." Nobody found out that I had been knifed until long afterward.

I still did not like training school, but at the same time I realized that getting knifed didn't make any sense either. Sure, it was exciting to be back on the turf with the Deacons, but how long could I make this a way of life? I didn't know it then, but in later years I figured out what I was getting from training school. I was getting a regular life, I was learning discipline, I was eating regular meals, I was living in a world where fighting and drinking were wrong. I was going to school with ordinary kids in an ordinary town. I didn't have to like it, but that was the way I was being taught to live. I wasn't getting all this from a social worker or a cop or a psychiatrist. I was getting it from routine—from the habit of doing things the right way.

Soon I saw my first spring in the country. Back in Bedford-Stuyvesant, seasons were warm or cold, dry or wet, and that was all. Here the difference was amazing. Flowers began to dot the meadows and the brown hills turned hazy pink and green. Birds woke us at dawn with their yakety-yak.

One thing about spring was the same, though. The kids went off their rockers. They would say, "Daddy-o, I gotta go," and the red breeze light on the school flagpole which signaled that a boy was missing was blinking two or three times a week. My cottage was in continual uproar as the remaining boys would take a sock at one another to relieve their restlessness.

One day while we were outdoors my friend Cookie got in a fight with Legion over almost nothing. Legion called Cookie a "punk" and Cookie slammed him without a word. Legion snatched a long-handled spade that was leaning against a shed and cracked Cookie in the head. I tossed Cookie another spade. This set off the fiercest fight I saw in training school.

They took murderous, full-arm swipes at each other. The spades whistled through the air and clanged loudly as a blow was parried.

Many strokes landed on flesh and bone. I winced as a shovel thumped flat on a skull or the sharp edge gashed open an arm or neck. Cookie went down under an awful wallop on the side of the head. I jumped forward to save him from Legion, who looked wild enough to kill him. But Cookie staggered up and hurled his spade at Legion,



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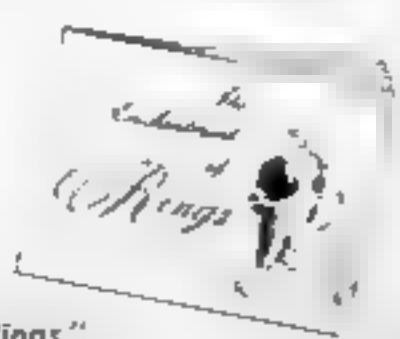
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"The spades whistled through the air and clanged loudly as a blow was parried."

GANG LEADER'S REDEMPTION CONTINUED

following with a body rush. Legion cut him with a last swipe of the shovel before going down. Scrambling to his feet, Cookie trampled Legion's face. We jumped in then. I held Cookie off while others revived Legion.

The restlessness subsided as the season wore on. The time came for a general review to determine parole. The review was conducted by advisory committees whose recommendations were usually followed—though they were sometimes overruled by Mr. Cohen. On my review day I cut track practice at the high school to rush back and learn how I made out.

At his desk in the cottage Mr. Wall began to chat about school, athletics, whatnot.

"Mr. Wall," I begged, "what happened on my review?"

"Well, son"—he tried to smile—"you caught a five."

"Five? Five? Five more months!" Tears welled from my eyes. "I've been here seven already."

"You must realize," Mr. Wall explained gently, "that the committee has to consider not only your personal adjustment but conditions in your community. There's still a lot of gang action there."

I stamped off to my room. Of course there were gangs in my neighborhood and in every neighborhood. But on that basis they could keep me here forever. My good record in school, resisting every temptation to breeze, studying until dawn, all counted for nothing. I had done my best. If that wasn't good enough, I would try no more.

I determined to breeze at the next chance. Through a friend bound for Brooklyn on leave I smuggled word to Clarice to be ready. In reply I got a dear-john that took all the starch out of me. Clarice wrote that her parents would never approve of me. I wouldn't be able to marry for a long time, and she was not a girl to live common law. Besides, she had met a man of 23 with a good job who wanted to marry her. She would always love me, though, and so on.

That killed my ambition to breeze. It killed my ambition period. I did not give a damn about Brooklyn, the Deacons, school, the track team or anything else. I moved through each day like a zombie. Evenings, I quit studying and lay on my cot moping.

A challenge from a supervisor

SEEING me so low, Mr. Scotto, one of my supervisors, took me for a ride through the country one afternoon. "You know what I want to see?" he said. "I want to see you come back here one day and show us your college diploma. Every one of us would take a personal pride in that. You can make it. You're lucky you've got the brains to do it. Only one in a thousand boys here has what it takes."

I didn't answer, but it was an encouraging thought.

Another supervisor who was always egging me on was Ed Stevens. "Outside of a few top pugs and musicians, what Negro ever made a decent life without an education?" Mr. Stevens said. "You gonna go on bopping [gang fighting] and hanging around street corners all your life? Name me one colored guy that ever got anything that way. Why, they don't even grow up to be the top hoods!"

Well, I told myself, he's got something there. I had never had trouble with school work. I might give college a whirl. I hadn't got anywhere doing it my way.

CONTINUED ON PAGE 83

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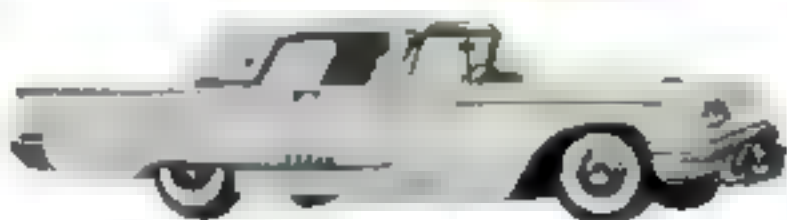
DEL RIO RANCH WAGON



6-PASSENGER COUNTRY SEDAN



4-PASSENGER THUNDERBIRD



RANGER 2-DOOR SEDAN



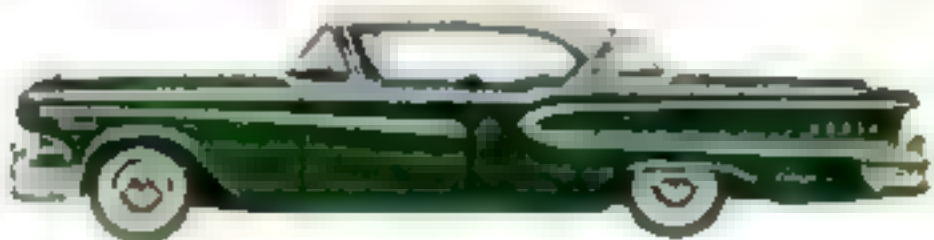
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PACER 4-DOOR HARDTOP



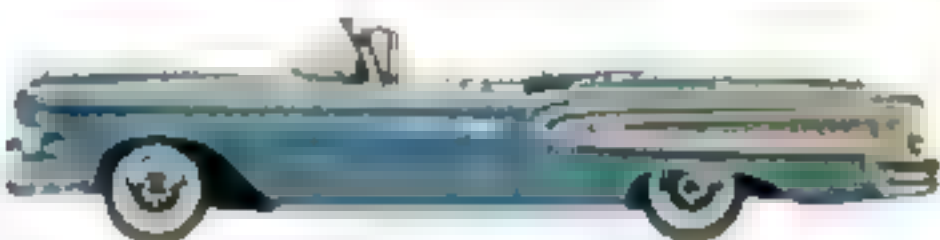
PACER CONVERTIBLE



CORSAIR 2-DOOR HARDTOP



CITATION CONVERTIBLE



2-DOOR 6-PASSENGER ROUNDUP



4-DOOR, 6- OR 9-PASSENGER VILLAGER



4-DOOR 6-PASSENGER BERMUDA



MERCURY 4-DOOR SEDAN



MONTEREY 2-DOOR SEDAN



MONTEREY 4-DOOR SEDAN



MONTCLAIR 4-DOOR SEDAN



MONTCLAIR PHAETON SEDAN



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RANCH WAGON



9-PASSENGER COUNTRY SEDAN



9-PASSENGER COUNTRY SQUIRE



4-PASSENGER THUNDERBIRD CONVERTIBLE



RANGER 4-DOOR SEDAN



RANGER 4 DOOR HARDTOP



PACER 2-DOOR HARDTOP



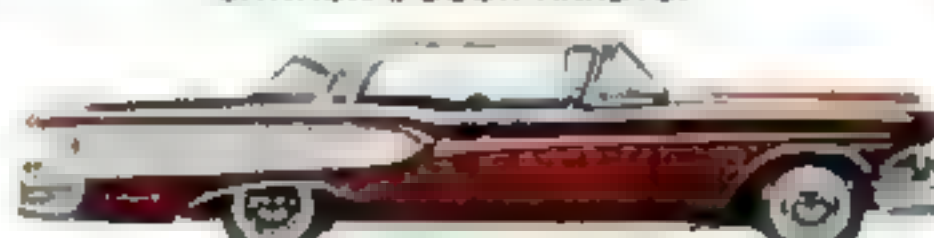
PACER 4-DOOR SEDAN



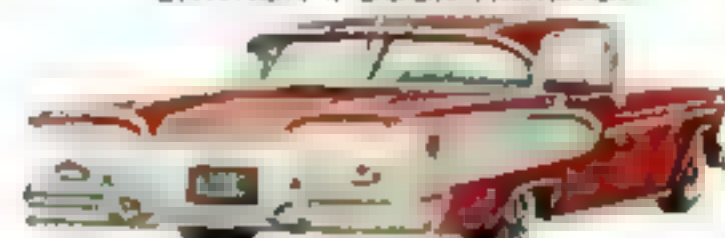
CORSAIR 4-DOOR HARDTOP



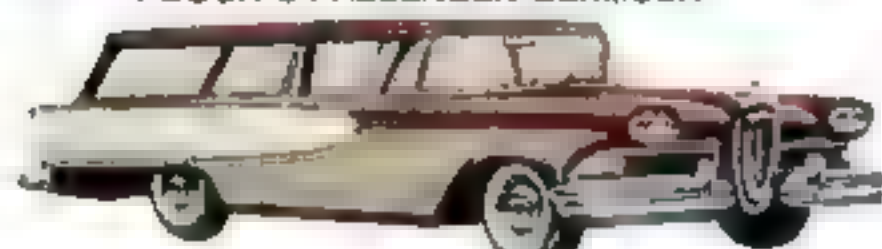
CITATION 2-DOOR HARDTOP



CITATION 4-DOOR HARDTOP



4-DOOR 9-PASSENGER BERMUDA



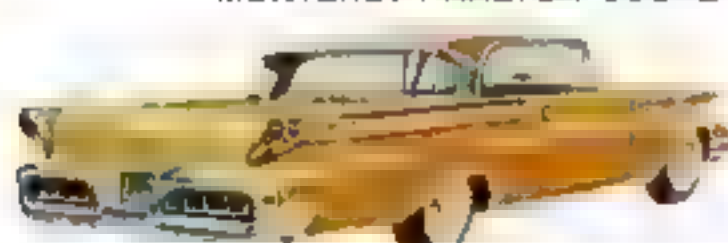
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MONTCLAIR PHAETON COUPE



MONTCLAIR 2-DOOR TURNPIKE CRUISER



MONTCLAIR 4-DOOR TURNPIKE CRUISER



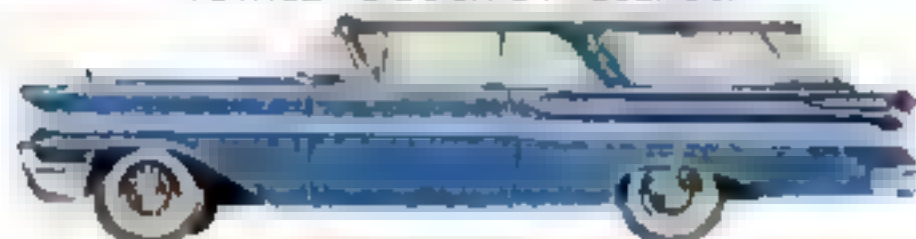
PARK LANE PHAETON COUPE



PARK LANE PHAETON SEDAN



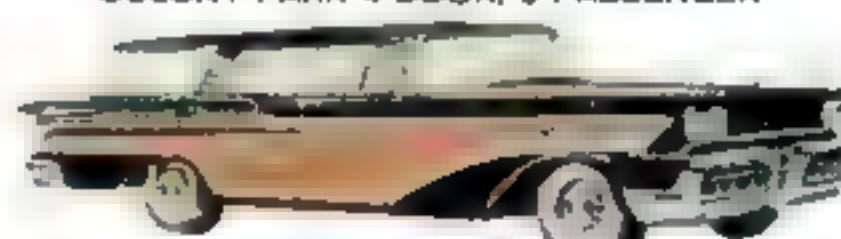
VOYAGER 2-DOOR 6-PASSENGER



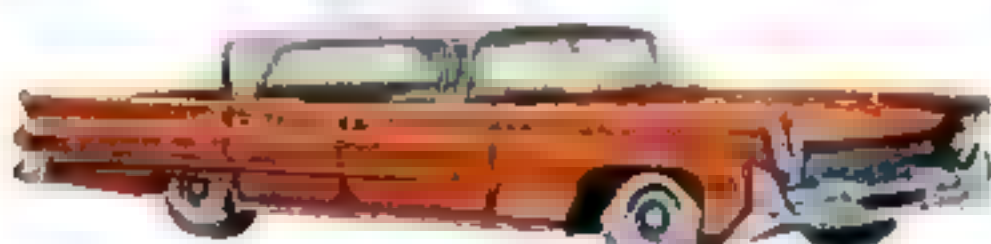
VOYAGER 4 DOOR 6- OR 9-PASSENGER



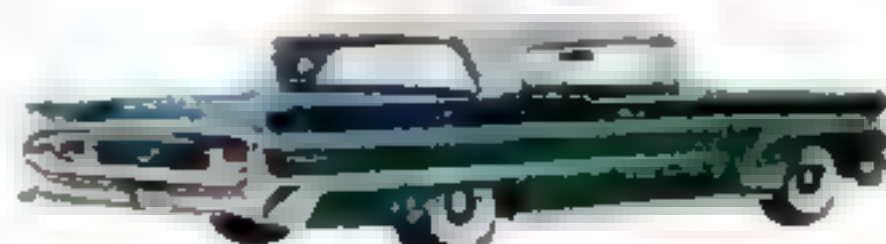
COLONY PARK 4-DOOR, 9-PASSENGER



CAPRI LANDAU



PREMIERE COUPE



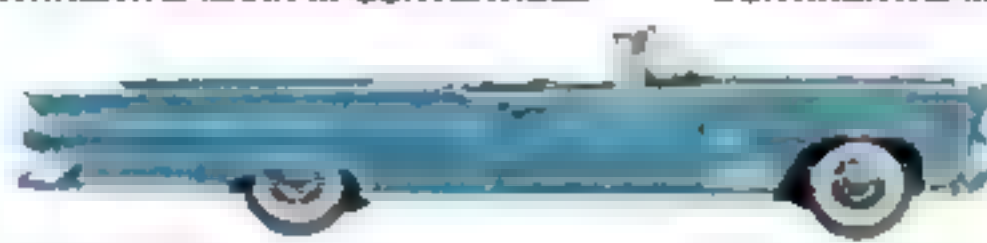
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"I moved through each day like a zombie. Evenings, I quit studying and lay on my cot moping."

GANG LEADER'S REDEMPTION CONTINUED

After a couple of weeks the ache for Clarice began to fade as I began to think more about the future. The painful disappointment about not going home tapered off to numbness. I could not believe they would actually keep me until September.

Late in June, Warwick High closed for the summer. My goofing off in the final period had knocked down a possible A average, but I passed. So did Ted Farrar. Little Al could not say we let him down.

The committees began sifting through each boy's case again. Mr. Wall promised to appeal for me. I could not see any possible grounds for keeping me in. I was one of the two top honor students. While my committee was meeting, I walked the floor in the cottage. When Mr. Wall came back, I rushed to meet him at the door. One look at his face froze me. I could tell it was the same old story.

"They say summer is the worst time for street gang action," my cottage father said wearily. "The majority think you'd be safer here until September."

"That's jive, Mr. Wall."

"Mrs. Wall and I fought for you, son, but we caught hell."

"You mean I caught hell." I was too bitter to thank him for trying. I had served as long as the average delinquent sent up by the courts and had made an adjustment better than almost any. They had no right to bar me from home, no matter what the social conditions in Bedford-Stuyvesant might be.

I went on strike, ignoring all orders, doing no work. But I would not breeze now and give my social workers a good reason for denying parole. Mr. Wall, always understanding, bore with me.

I had to endure saying goodbye to some cottage-mates every day. Val, Pimp, Cookie went home. Watts, Threat, Sales went home. Even Shortie was sent home before me. He was a mean little guy, but when it came to goodbye, he actually blubbered.

"Mr. Wall, I don't want to go. I got nothin' so great in the city. This is the only decent place I ever knew."

"Take it while you got it, son," Mr. Wall advised.

"Give it to Frenchie instead," Shortie pleaded. "He's got some-
thin' to go home to, folks and school and all."

"Cool that jive," I said, and walked away before I broke down.

'I want out, out, out'

I WAS stretched on my bed one afternoon staring at the ceiling. I could hear kids yelling from the softball field, but I preferred to lie alone in my hole. Mr. Wall came in.

"What's the matter with you, Frenchie?"

"Mr. Wall, nothing personal, but I want out, out, out. From now on I'm going to be the worst state-o bum that ever went to this training school. I'm going to force you people to send me home or ship me to a real prison, I don't care which."

"You out of your mind?" he said.

In his usual miraculous way Mr. Cohen appeared. "What's this powwow about?"

"Same old thing, Mr. Cohen." Mr. Wall sighed hopelessly.

Mr. Cohen nodded and sat down next to me on the bed. Nobody said a thing while he stuffed his pipe. I remembered what he had once said to me: "If you ever have a problem, come to me."

"I got a problem, Mr. Cohen," I said wryly.

"I know," he answered. "Your committee is of the opinion that it would be dangerous to send you home. If I should overrule the

CONTINUED



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GANG LEADER'S REDEMPTION CONTINUED

committee, do you think you could stay out of trouble at home?"

"Mr. Cohen," I gasped, choked by new hope, "please, please!"

"You didn't encourage us during your Easter leave," he said.

"Why do you believe you could stay out of trouble now?"

"I can do whatever I put my mind to," I argued. "Did I ever let you down?"

"I have great hopes for you," Mr. Cohen said. "I'd like to see you finish school, go through college. What about that?"

"Try me, just try me." I could hardly draw breath while I waited for his answer. He took his pipe out of his mouth and blew smoke.

I studied his face to see if one of his famous hunches was coming.

All of a sudden Mr. Cohen slapped my thigh. "Mr. Wall, process this boy to leave in four days."

I leaped straight for the ceiling, howling like a fire siren. I hugged Mr. Cohen and wished I could tell him of the love I had for him. I put a bear hug on my cottage father. I kissed Mrs. Wall and took a poke at every boy in the cottage.

On my last night, while the boys were giving me the traditional good-luck beating, I cried a bit, though not from pain.

I kept my promise to Little Al and never got busted again. The Deacons nearly flipped when I came home and told them I had jumped smooth. But they gradually came around to my idea of converting the bopping club into a baseball and social club. We called it the Imperial Deacons. Of course we had to defend the turf a few times against invasions, but we never went down on a real raid again.

Eight of the members could not stand it this way and joined the Army to see some action in Korea. Three of them never came back.

Remembering what my supervisors had urged, I continued my education. It wasn't easy. Fourteen New York City high schools rejected me because of my bad record, but I finally shoehorned into one. My brother Larry, who was an honor graduate of the last school, had to appeal personally to the principal to get me in.

After high school it took me five years of plugging to get a college diploma. All the way through high school and college I kept working to support myself and bring money home. I worked for years as a room clerk in a YMCA residence from 4 p.m. to midnight, and later as a hospital orderly from midnight to 8 a.m. Drinking coffee, I would try to stay awake to study between tours of the wards. Some days I felt I would never make it, but I kept plodding along. Mr. Cohen wrote often to give me a lift.

The grind paid off at last. Today I am a research technician in a university biological laboratory and I hope to enter medical school.

Occasionally I run into a few of the old gang. No less than 20 have served time for some adult crime. Half a dozen are junkies. Some are dead—of junk, disease or injuries in a brawl. Only one or two—like Chukker who became a commercial artist—are doing all right.

I have returned to the training school often. Sixty percent of Mr. Cohen's "alumni" now have no further trouble with the law, compared with 20% when he took over 11 years ago.

Mr. Cohen keeps my graduation picture by his desk and I make speeches to the boys. Out of 10,283 training school boys since 1932, only six are college graduates. Most of the other college men don't let on they ever went there. But I am not ashamed. I am forever grateful to Little Al, to his dedicated staff, to my parents, and even to the judge, who did me more of a favor than he thought. Thanks to all of them, I know I'm going to make it.



"Try me, just try me." I could hardly draw breath while I waited for Mr. Cohen's answer. I studied his face to see if one of his famous hunches was coming."

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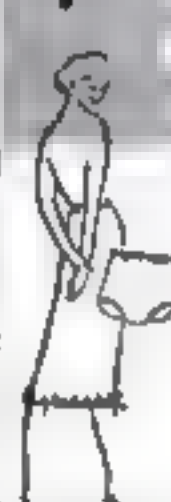


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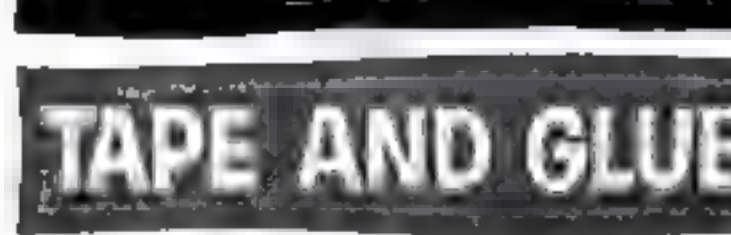
WONDERKIT

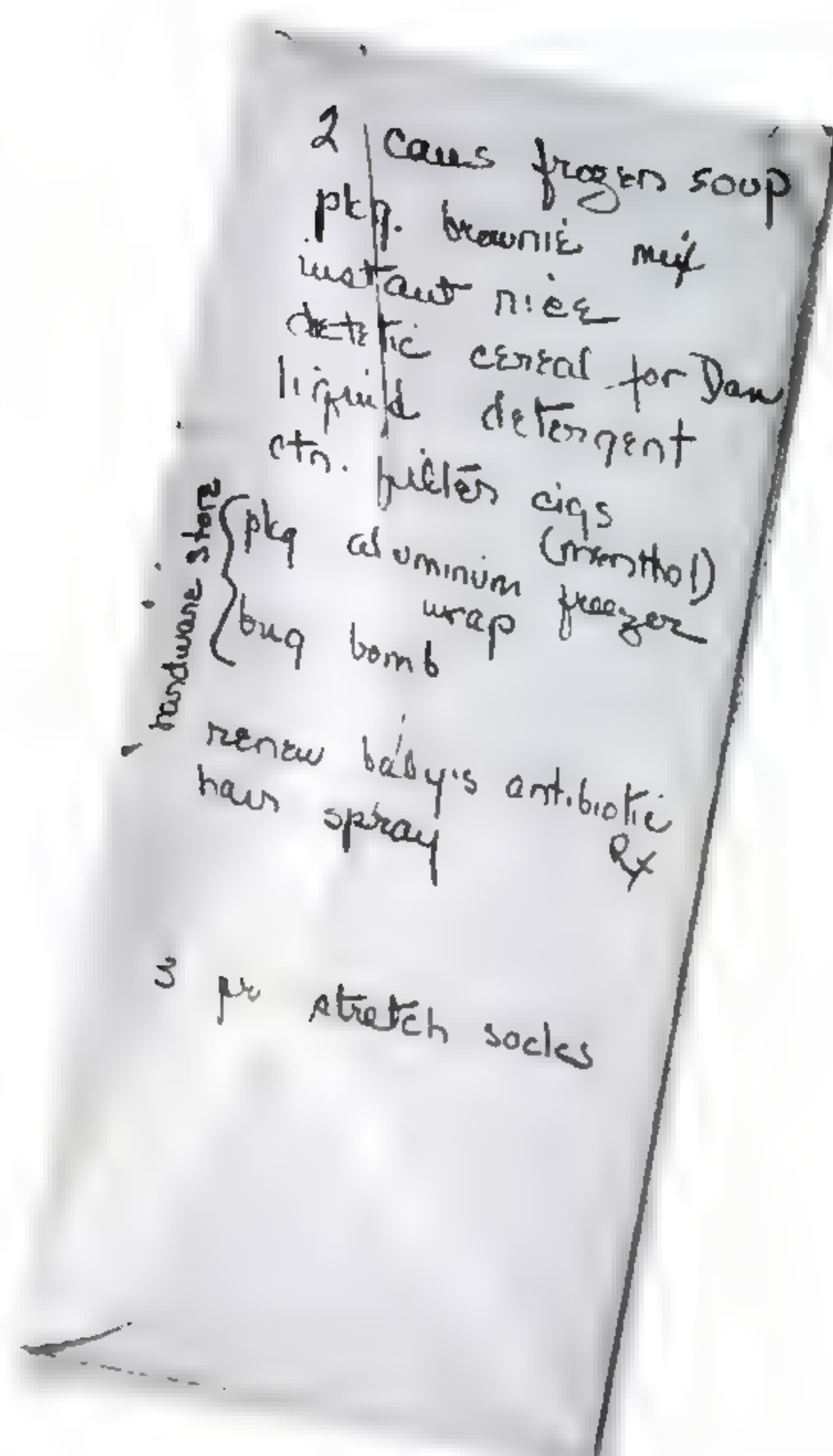


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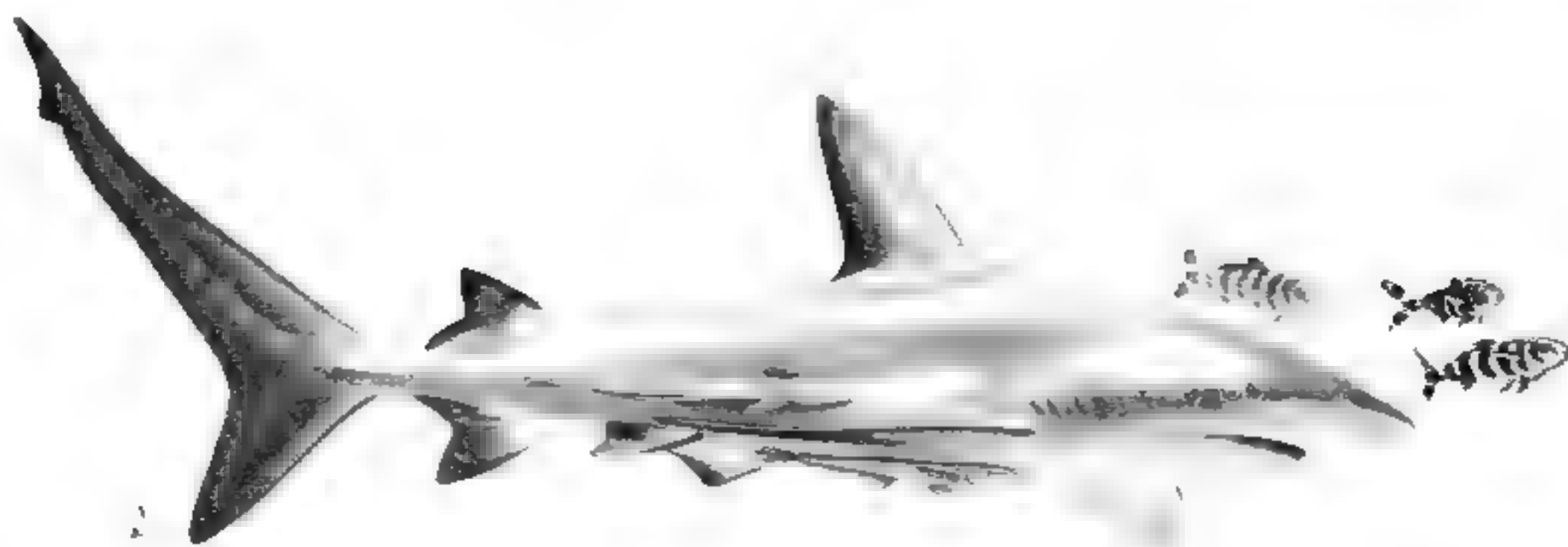
Because advertising was able to make them known to great numbers of people, manufacturers were willing to produce them in volume for you to buy.

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SHARK'S COMPANIONS ARE REMORAS, ATTACHED TO ITS BELLY, AND STRIPED PILOT FISH

ODD PARTNERS FOUND IN NATURE

Diverse plants and creatures team up for cooperation or for company

Painted for LIFE by WALTER LINSENMAIER

There are some birds which, instead of living with other birds, spend most of their lives living with rhinos. There are some timid fish, not too well able to protect themselves, which choose sharks as their constant companions. Such odd partnerships are found in both animals and plants throughout nature. The biologists call these relationships symbiosis, which means the close association of quite different creatures.

Sometimes this association produces benefits for both partners. In the case of the African rhino and the tick bird (*below*), the bird eats the ticks embedded in the folds of skin along the animal's back. It thus gets food for itself while ridding the rhino of irritating parasites. It also acts as a sentinel for the short-sighted animals by chirping excitedly at the approach of other game or man. Sometimes the association benefits only one of the partners and is known then as a commensal relationship. This is the case of the cattle egrets which walk around in the grass near a rhino watching for insects the animal stirs up, getting food but doing nothing

for the rhino. The relationship (*above*) between the shark and the remora and the pilot fish is also commensal. The remoras attach themselves to the shark by sucker disks on the tops of their heads; the small pilot fish swim just in front of the shark. The presence of the shark, which does not attack them, protects the smaller fish from other predators and they both dart about eating the leavings of the shark's meals. The shark gets nothing from the small fish, unless it is a kind of companionship.

Naturalists are puzzled by many of the partnerships since they involve cooperation between creatures that normally might be enemies. The anemone on page 93 paralyzes and devours small fish. Yet the clown fish lives in complete security within its tentacles. Learning undoubtedly plays a part in the development of symbiosis as can be seen by the familiar cases of animals that have learned to use man to help get food—the gulls that have learned to follow fishing boats for scraps and the hawk that uses a railroad train as its beater to stir up game which it catches.



TICK BIRDS AND LONG-LEGGED CATTLE EGRETS LIVE IN ASSOCIATION WITH AFRICAN RHINOS



THE KORI BUSTARD AND THE BEE-EATER

The small carmine bee-eater of southern Africa hops on the back of the kori bustard and rides along till the three-foot-tall bird flushes an insect, like the mantis. (lower left) The bee-eater flies off, snaps up its prey and then resumes its perch. The bustard gains nothing from its companion but tolerates it. The crocodile and the Egyptian plover (right) present an example of more mutual benefit—an example noted 25 centuries ago by the Greek historian Herodotus. The

crocodile permits the plover to go inside its jaws and pick leeches from its gums, although it would snap up venturesome birds of other species. Its forbearance may be partially explained by the unpalatability of the plover. In the background of the painting are ostriches and zebras which sometimes herd together for protection. The tall ostriches have farseeing vision; the zebras acute hearing and smell. Thus they supplement each other in giving warning of danger.





THE HORNBILL ←AND THE GUENONS

In the upper Congo forest a single pompadoured hornbill often follows chattering guenon monkeys as they move slowly through the high trees feeding on fruits. The bird, which keeps a careful distance and at least six feet below the monkeys' level, uses the animals as beaters to stir up beetles, moths and other insects on which it feeds. Here, fluttering its tail feathers, it is just about to close its serrated beak on a big moth. The natives, who call the hornbill the monkey bird because it is usually around monkeys, say it acts as a sentinel for the guenons. But in all probability the relationship is beneficial only to the bird.

THE HONEY-GUIDE BIRD AND THE RATEL

In central Africa, the honey-guide bird supplements its insect diet with beeswax. But to get the wax the bird must find a partner who likes honey to help rob the hive. Sometimes the partner is a baboon, sometimes man, but usually it is the badgerlike ratel. Having found a hive, the bird leads its companion to the location by giving out calls, a sort of churring sound, that it keeps repeating as it flies ahead of the animal. Once at the hive, the bird waits while the ratel rips it open (*above*) and moses out the honey. After the animal is through eating (*below*), the bird settles down to feed on the wax combs that are scattered about.



BLUE BUTTERFLY AND THE ANTS

The life cycle of the large blue butterfly of England is shown in a series of paintings on this page. In June the blue butterfly in the wild thyme bushes and forsythia hedges on the flowers and other larvae. After mating the larva starts eating and wanders about aimlessly. At this point the ant gather about the larva. By sucking its body fluid with their antennae and taking the sweet droplet it gives off. First one ant picks the larva up on its jaw and carries it away from the nest (2). Here the larva cools on ant mounds and continues to yield honey whenever the ants strike it. By winter the larva has become fat and round and has gone into hibernation. The following spring it becomes active again and soon takes flight in a cocoon (3). In May a butterfly emerges from the cocoon, makes its way above ground where it spreads its wings and then sets to lay eggs.

The painting also shows several holes on the rocks. A hole is made by a small ant on two similar parts of the ground on a hill. The ant contains a drop of honey which it produces for the ants and for itself. The large ant carries the honey to its water and minerals which they have need.

HONEYSUCKLE AND SPHINX MOTH

The sphinx moth has a long proboscis especially adapted for feeding from long-tubed flowers. The honey-suckle gives off its strongest scent in the evening, attracting the moth, which is nocturnal. In the process of getting it home, the moth pollinates the honeysuckle as it flies from flower to flower.





FISH AND JELLYFISH, ANEMONES,

The oceans house many curious relationships. The long-snouted trumpet fish (upper left) will swim closely above the back of a bulky parrot fish, concealed from prey below. From its hiding place, the trumpet fish can quickly dart down and seize small prey. Both the Anomalops (far left) and the squidlike Sepioida (lower left) have special organs on their bodies which provide luminous bacteria

with homes. The Anomalops uses the light for defense or to blind its prey; the Sepioida sprays out the bacteria in a luminous mass. The big Portuguese man-of-war jellyfish (center) in its trailing tentacles and the flowerlike Discosoma anemone (lower right) in its fleshy tentacles have stinging cells which paralyze small fish that are their food. But in each case a distinctively patterned or colored fish



CRABS AND LUMINOUS BACTERIA

lives among the deadly tentacles for protection. These small guests feed on scraps left by their hosts, and sometimes, lart out and bring back smaller prey which is shared with their hosts. The *Metua tessellata* crab (lower center) carries two small anemones in its front claws which have stinging cells. The crab uses the anemones to ward off predators and help capture food. The hermit crab

(right center) attaches another species of anemone to its shell for the same reasons, although in this case the anemone cannot survive but, without the crab, to supply it with food. Anemones are immobile, and the crabs, by moving them about, enable them to catch more food. The big carnivorous grouper (upper right) allows its mouth and gills to be cleaned of parasites by certain small fish.

CONTINUED





BLACK-CROWNED NIGHT HERON ← AND THE FISH HAWK

The fish hawk, or osprey, builds a ramshackle, platform-sized nest on rocky cliffs and old treetops, adding to it year after year. A foot or two under the main section of the nest, the black-crowned night heron sometimes builds its own fragile home. The big nest affords a good shelter from the elements and the fierce, sharp-eyed osprey by its very presence gives the heron protection from other predator birds. The heron is not the only one to move in. Numerous pairs of purple grackles (*left*), wrens (*center*) and sparrows (*right*) all burrow into the side of the nest right under the beak of the osprey which pays no attention to its numerous guests. Some of these smaller birds also forage for food scraps in the osprey's nest whenever it leaves.

RUFIOUS WOODPECKER AND THE BLACK TREE ANTS

Normally the southern rufous woodpecker of India and Ceylon eats black tree ants. Normally the ants attack and sting any invaders of their home. Yet, under some circumstances, the woodpecker lives unharmed and harmless in the ants' nest. In the spring nesting season when the bird is ready to lay its eggs, it makes an opening in the side of the tough, football-shaped nest of the ants and then excavates a six-inch-wide chamber. In the building process some of the ant larvae are killed. But the ants do not attack the bird and, although they break open and eat the contents of other birds' eggs, they do not touch the woodpecker's eggs or molest the fledgling birds. And the woodpecker does not eat any of the ants of the particular colony with which it lives.



NEW ZEALAND TUATARA AND THE SOOTY SHEARWATER

The lethargic, primitive tuatara, a New Zealand reptile and one of the most ancient creatures still living, usually lodges in a burrow made by its industrious neighbor, the sooty shearwater. Since the adult shearwater goes out all day hunting for its food and the tuatara goes out to get its food at night, the two rarely are in the burrow at the same time. It is thought that the tuatara may provide a service for the shearwater by cleaning out the nest of beetles, centipedes and flies. During the winter season when the bird is away from the nesting site, the tuatara has the underground home to itself and hibernates there till spring.

LONG-HORNED BEETLE AND THE PSEUDOSCORPION →

The four-inch long-horned beetle lives in the South American rain forest around the buttressed roots of the big trees where it feeds sparingly on foliage and damp wood. It is often infested with small parasitic mites that settle under the wings and in body cracks to feed on the moisture the beetle's body exudes. A tiny, sharp-beaked member of the scorpion family, called the pseudoscorpion, devours these red mites and thus finds the beetle's back a good hunting ground. It stays with the colorful beetle as long as the supply of mites lasts, ridding its long-legged host of these parasites and doing it no harm while living here.





THE SLOTH, THE ALGAE AND THE BROWN MOTHS

The three-toed sloth of South America spends most of its solitary existence sleeping or moving slowly in an upside-down position through the fan-leaved *Cecropia* trees of the tropic forest. The sloth's long, coarse hair is peculiarly constructed with cracks and grooves in which algae can successfully live. In the dry season of the tropics the dirty yellow-brown algae are scarcely visible but in the rainy season the tiny plants turn green, providing good camouflage for

the sloth as it hangs almost motionless in the leafy trees or lies rolled up in a compact ball sleeping. The sloth receives no benefit, however, from some small insects it also harbors. These striped sloth moths are to be found nestled deep in the hair of the animal, feeding on the lanolin secretions on the fur and on some of the algae. Here the insects spend all the stages of their lives from egg to larva to winged adult, never moving far from the backs of their hosts.



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AT SUPERSONIC SPEED, JET TRAILS WHITE IMAGE OF SHOCK WAVE BEHIND ITS WINGS. PLANE BELONGS TO AIR FORCE THUNDERBIRD PRECISION FLYING TEAM

SHAPE OF A SHOCK WAVE

Standing on the ground at an air show in Florida, Air Force Lieut. Richard Conant barely had time to click his camera as an F-100 jet streaked over the field. But the picture he got turned out to be one of the rarest of all aviation photographs. It catches the plane just as it was passing the speed of sound. The ghostly cone trailing behind the plane is the actual shape of the shock wave made by the breaking of the sound barrier. The

white area consists of air moisture which the shock wave has compressed into an exact image of itself. Seconds after the plane flew past, the crowd heard the loud crack of the shock wave as it hit the ground. Air Force experts say that Conant's picture represents such a lucky combination of the proper jet speed, air temperature, humidity and photographic timing that the chance of its ever being taken was "one in a billion."



Dramatic new hanging for a circular wall, creating an illusion of space. The pattern is "SOLILOQUY" a black and white scenic print on a handsomely textured fabric made of the new Aarocor yarns by Fiberglas. Like all Fiberglas fabrics, it may be washed and rehung without even touch-up pressing.



Excitingly different venetian blinds custom-made from a new fabric made of Fiberglas Aarocor yarns. "CIRCLES" is the name of this modern abstract print.



Ready-made wall panels of Fiberglas bouclé with an exotic new print, "TROPICANA," importantly splashed in rich jungle greens on a champagne ground.

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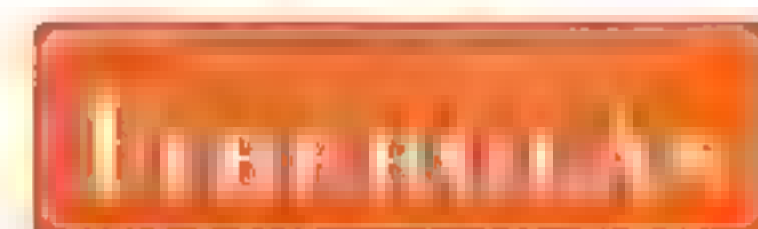
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FASHION



THEDA BARA



GLORIA SWANSON



MRS. VANDERBILT

DIAMOND BAND worn at right is the most luxurious of current crop of headbands patterned after those of the past (*above*). Designed by Tiffany, this one costs \$200,000, can also be worn as a necklace. Rhinestone versions are available for as little as \$9.



Headband's New Heyday

MODERN BROWS TAKE TO STYLE OF VAMPS AND A VANDERBILT

A season which has been busily borrowing fashions from the flapper girls is now reviving a trademark of some other ladies of that era, the oldtime movie vamps. In their heyday stars like Theda Bara and Gloria Swanson wore bands set squarely across the brow. Sometimes their headpieces were trimmed with jewels, feathers or even bunches of grapes. Rather surprisingly the style was also taken up by Mrs. Cornelius Vanderbilt III, who was rarely seen without a band. Someone said it made her look as if

she had a chronic headache and from this came the name, headache band.

This spring headache bands are back in force, inspired by wigs designed by Givenchy (*LIFE*, March 17) which are often anchored by a ribbon across the brow. The current versions are often trimmed with flowers or made to match print dresses. Like the old ones, they should be worn straight on the forehead. For the would-be vamp with the resources of a Vanderbilt there is now one available in real diamonds (*above*).

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HEADBAND CONTINUED



FLOWERED BAND is made of large rose attached to velvet buckle clip (Bergdorf Goodman, \$25). These styles are popular with women who do not usually wear hats.



MATCHING BAND of flower print (Lilly Daché, \$10.50) is worn with a daytime dress of the same fabric (Suzi Perette, \$30). This style is more Vanderbilt than vamp.



Hammond Spinet Model illustrated

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IN SCHOOLGIRL'S CLOAK AND STRAW HAT GIGI (LESLIE CARON) SITS ON PARK BENCH AND SINGS ASTONISHMENT AT WAY PEOPLE WASTE TIME MAKING LOVE

'Thank Heaven for Little Girls'



DEBONAIR. Chevalier meets Gigi in park as he sings happily of little girls who get bigger every day.

GAY, TUNEFUL 'GIGI' MAKES LOVELY FILM

Gigi, Colette's story of a little girl growing up in Paris, has been made into a luring, visually enchanting film whose book and music have been written by the pair who did *My Fair Lady*, Alan Jay Lerner and Frederick Loewe. The song *Thank Heaven for Little Girls* starts out the film—sung by Maurice Chevalier. Then the movie turns to Gigi (Leslie Caron) who lives with an amiable but naughty grandmother and is daily schooled by a naughty grandaunt in the arts of elegant naughtiness. By family tradition Gigi's meter is to be sweet but bad.

She studies hard. She is persuaded that champagne tastes nicer than caramels. She learns to serve coffee stylishly and to test a gentleman's cigar for freshness. She comes to understand flowers can be a measure of a gentleman's ardor, but diamonds are more exact. She learns so well that it almost seems a pity when a young man tempts her—with marriage.



RELIEVED. Chevalier, having watched turnients of love, exults "I'm glad I'm not young any more."

CONTINUED



BEATON'S RED ROOM was designed for Gigi's grandmama, is shown at right as it is in the movie.



PEACEFUL MOMENT for Parisian playboy Gaston Lachaille comes when he can cut beans with

Gigi, eat wholesome stews cooked by grandmama (Hermione Gingold) and forget giddy society life.

A TALE OF LOVE SET IN A WORLD OF PLUSH DECOR

Whether the tempter Gaston Lachaille (Louis Jourdan) will seduce Gigi into a respectable life is the problem. Here two masters of movie musicals, Producer Arthur Freed and Director Vincente Minnelli, take Gigi delicately through the intricacies of plot and deliver her safely, if surprisingly, to a fate her grandmother and

grandaunt might consider worse than death.

Best of the film's delights is the work of Cecil Beaton, photographer, designer and expert in Edwardian elegance. With watercolor designs, like the two on these pages, he created for Gigi a wonderful world of red plush living rooms and well-upholstered sunbathers,





TRAINING FOR PLEASURE. Gigi, coached by grandaunt (Isabel Jeans), practices entering a great restaurant. Grandaunt keeps saying,

"Now try it again. Go to the door, walk in properly and sit down properly" until she decides Gigi can make her first entrance at Maxim's.



BATHING AT BEACH at entropy's turn was a stately affair and Beaton's costume for Gigi (Hepburn) was a sedate sea-going covering. The movie scene of people taking the sea air on sands is shown at left.

CONTINUED



HAPPY BUT VIRTUOUS, adoring wife of Gaston, Gigi is dressed as a rich man's wife dressed in 1900 when she went to ride with her husband—and be

proudly shown off. The costume, says Beaton, "is cathke." Always, he says, he felt an enormous reverence for Colette, who dreamed up Gigi and was fond of cats.

Brave Bull to Bullfighter,
Why choose to fight?
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CONTINUED

THE SAME CHEVALIER

To help give *Gigi* a boost at the box office and fill a few profitable commitments, Maurice Chevalier is back in the U.S. singing as well as ever, still charming his audiences and now telling them he knows just what they are thinking. "As soon as I walk on stage," he said in opening at New York's Waldorf-Astoria, "people turn to each other and ask 'How old is he now?' or 'Didn't I hear him in 1910?'" Then, clearly proud, he said he would turn 70 next September.

The great French entertainer was moving around New York at a pace men half his age would find punishing. Between TV and nightclub appearances he turned up at dozens of luncheons, cocktail parties, dinners and charity balls. In June he goes to Los Angeles to spend his days making a TV film with Lucille Ball and Desi Arnaz before doing a two-hour-long one-man show nightly at the Greek Theatre. He dashes back to France in July to be an aged duke in a movie with Deborah Kerr. "I don't intend to play the lover any more," he said last week, eying a table full of lovely young ladies. "I'm at the time of life I can delight in just admiring beautiful women."



IN FAVORITE TOWN after Paris—Chevalier pauses (left) for a fond look at New York.

WITH FAMOUS GRIN that has been show business trademark Chevalier ends up *Louise*



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GETTING TIPS ON TV from Ed Sullivan, Chevalier discusses how to walk up to a dollying TV camera before making an appearance on Sullivan's show.



SITTING WITH A PIANIST, Maurice joins Victor Borge at a benefit opening. Chevalier was given a magnum of champagne but drank only milk.



TALKING TO A COMPOSER, singer meets Richard Rodgers after crooning *Mum* which Rodgers wrote for Chevalier's 1932 movie *Love Me Tonight*.



missile *by Martin*

One of the most important Air Force projects came to a dramatic climax at Holloman Air Force Base with the first flight of a Martin Mace Missile to be guided by an all-inertial guidance system. This represents a significant step forward in America's guided missile program, and adds a new and potent weapon to America's arsenal for defense. AC is proud that the spark that releases all the power of the Mace's jet turbine engine comes from an AC Jet Igniter Spark Plug. Guidance system and spark plug alike come from the engineering and production genius of AC.



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CHUCK UNDER CHIN is Chevalier's way of assuring Elsa Maxwell she is a good partner in song. Pair sang *Baby, It's Cold Outside* at charity ball.



OLD DANCER'S TRICKS are discussed with young dancer Andre Berny and partner Regine in TV studio as Chevalier tells them of early hoofing days.

LIKE ALL DOGS, this bright-eyed poodle has definite likes and dislikes in dog food. When *your* dog won't eat, it's not that he's being temperamental...it's just that his food may not have much taste appeal.

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Feeding tip: don't feed your dog just before or just after he exercises strenuously; try to plan his exercise so that it comes at least an hour away from his normal feeding time.

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DO'S AND DON'TS when training your dog: do be firm, kind, forgiving and patient. Do make the training sessions brief (15 to 20 minutes) but regular (every day). Do give the commands in a brisk, business-like voice. *Don't* start training him until he's at least six months old. Don't forget to praise him as he makes progress. And do send for our free new booklet, "Training Your Dog."



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RICH FIND OF ASSYRIAN IVORY

Twenty-eight hundred years ago the delicately carved ivory lion above adorned a chair in the palace of art-loving Assyrian kings in their capital at Nimrud. Later Assyrian princes refurnished the palace and relegated to a warehouse the family antiques, including the ivory-paneled furniture. There they rested until 612 B.C. when the Medes conquered Assyria.

Looting the royal warehouses, the Medes took what gold they could find and cast the lovely ivory aside.

Not long ago, British Archaeologist Max Mallowan found the Medes' castoffs buried under Nimrud's rubble in what is now northern Iraq. Cracked but still glowing with a rich sheen, they constitute one of the finest collections of ivories ever unearthed.

PROFESSOR MALLOWAN HOLDS A SMALL CARVING OF A COURT LADY →





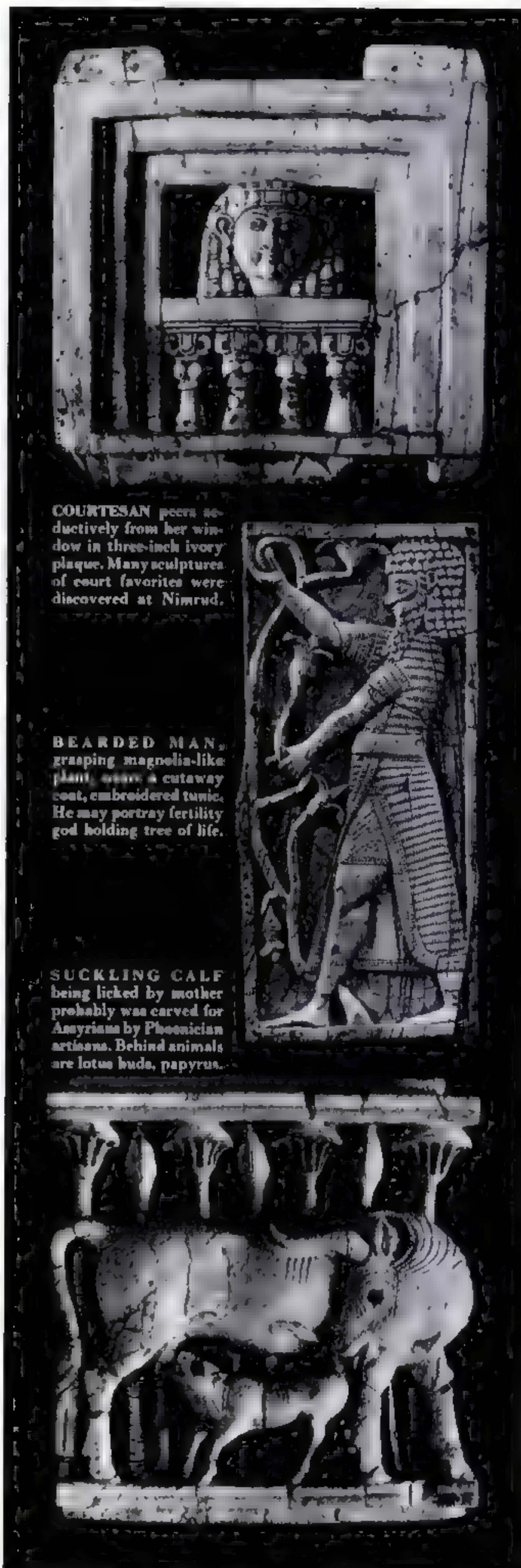
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COURTESAN peers seductively from her window in three-inch ivory plaque. Many sculptures of court favorites were discovered at Nimrud.

BEARDED MAN, grasping magnolia-like plant, wears a cutaway coat, embroidered tunic. He may portray fertility god holding tree of life.

SUCKLING CALF being licked by mother probably was carved for Assyrians by Phoenician artisans. Behind animals are lotus buds, papyrus.



How would you pay unexpected hospital bills?

Find out how **MONY's** new Family Hospital Policies can offer you new flexibility • in choosing the protection you really need • at a price you can afford!

Now, MONY's new policies with their wide range of *deductibles* can provide more *personalized* hospital expense protection—protection better suited to your individual needs. The deductible principle is similar to your deductible automobile collision insurance, wherein you pay for the dented fender and your insurance helps take care of the bigger smashup. On MONY's new Hospital Policies you can select a policy with *no deductible*, or you can specify a deductible of \$25, \$50, and in some cases, \$100. This lets you choose the MONY plan best suited to you—a plan designed to help you meet many hospital bills that might otherwise be ruinous to your family budget. And remember, *the larger the deductible, the lower your premium rate.*

Find out more about MONY's flexible new Hospital Policies and the up-to-date protection they offer both families and individuals. Send for MONY's *free* booklet, "Points in Planning Your Hospitalization Protection Program," right away!

MAIL THIS COUPON TODAY!

Mutual Of New York, Dept. L-48,
Broadway at 55th Street, New York 19, N. Y.

I would like a copy of your **FREE** booklet, "Points in Planning Your Hospitalization Protection Program."

Name _____
Address _____
City _____ County _____ State _____
Occupation _____
Date of Birth _____



MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N. Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, AND GROUP INSURANCE
MONY TODAY MEANS MONEY TOMORROW!

Quality at your feet...



Tanforan

Pride yourself on a spectator that makes a pretty point of its toe... to give you that Life Stride Look of perfection.

Textured white leather played against smooth coffee calf... to echo the mixed textures of your Spring linens and silks. Tall, slender heel. Shoe illustrated 10.95. Other styles 6.95 to 11.95. Higher Denver West.

life stride
the young point of view in shoes



Costume by Donald Brooks

LIFE STRIDE DIVISION, BROWN SHOE COMPANY, ST. LOUIS



AS THEIR LOVE DEEPENS, THE UNLUCKY YOUNG SWEETHEARTS OF "BLUE DENIM" CAROL LYNLEY AND BURT BRINCKERHOFF HOLD EACH OTHER TENDERLY

Rough Winds for Young Lovers

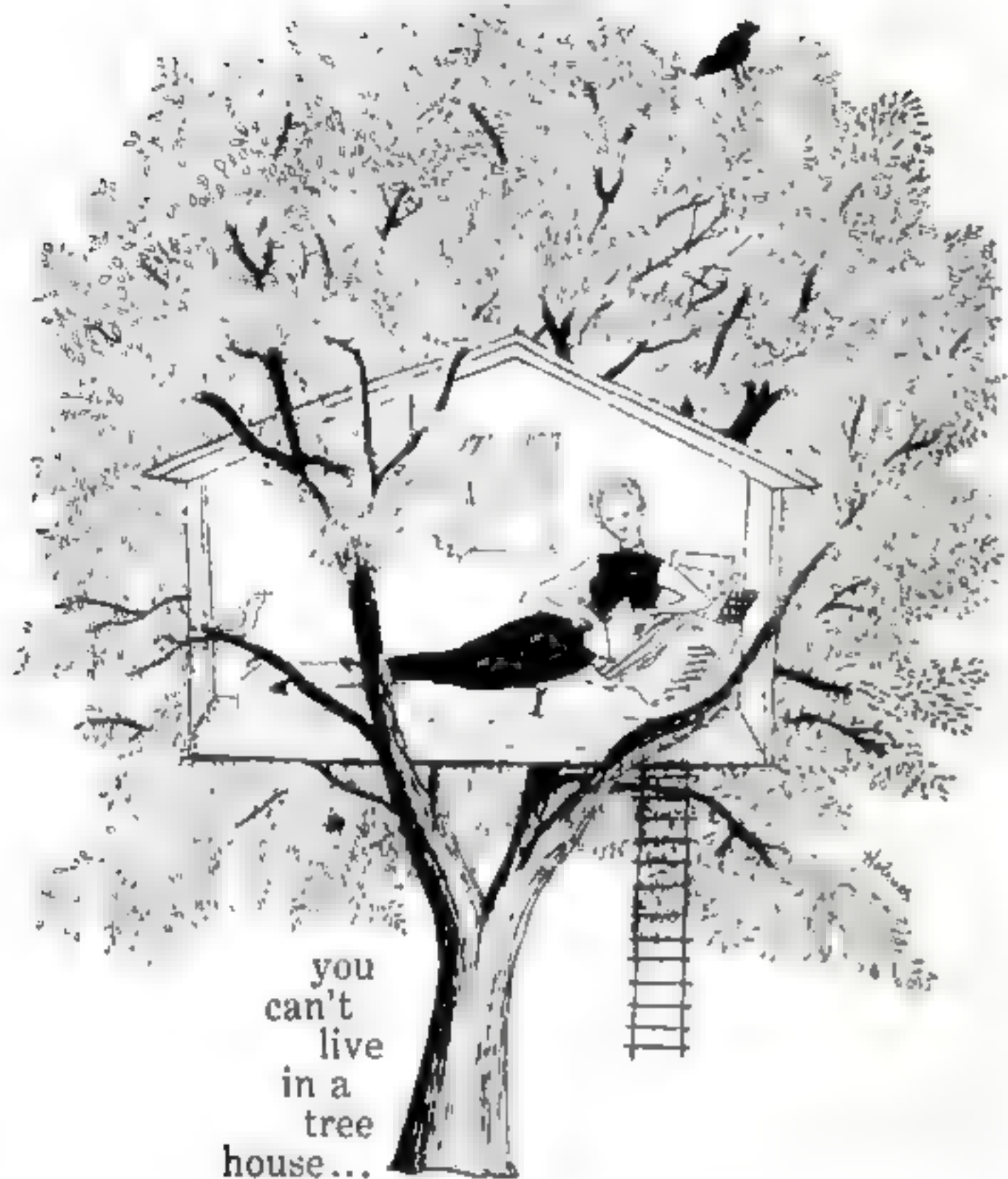
In one of his great love sonnets Shakespeare wrote, "Rough winds do shake the darling buds of May." The torments of budding young love, which have always stirred poets and playwrights, are enacted now in Broadway's successful *Blue Denim*. The lovers are two 15-year-olds drawn together in their growing pains. Janet, in a tumbling moment of romance, becomes pregnant. Arthur in frantic confusion arranges an abortion.

Far from writing sordidly of teenage delinquents, *Blue Denim*'s authors, James Leo Herlihy and William Noble, have made a moving plea for family understanding. Art Director Joshua Logan has drawn remarkable performances from his young cast. Youngest is Carol Lynley, who last year was a daisy-could model in New York and a novice actress (*LIFE*, April 22, 1957). Now, at 16, Carol has kept her daisy-fresh sweetness, while improving her stage technique and grown into an actress of great charm.

IN FINAL EMBRACE ARTHUR TELLS JANET, "YOU ARE ALIVE... I LOVE YOU" →



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but you can spray outdoor
freshness indoors
with **Good-aire®**

GOOD-AIRE: the push-button refresher that *sprays* odors away! From basement to bathroom—each room is a pleasanter place, clean-smelling and inviting—because GOOD-AIRE actually *freshens* the air around you! Keep several cans on hand.

All odors vanish into thin air with GOOD-AIRE:

- stale smoke • harsh paint smells • mustiness
- strong cooking odors • nursery odors • dampness

Regular size, 98¢ Economy size, \$1.89

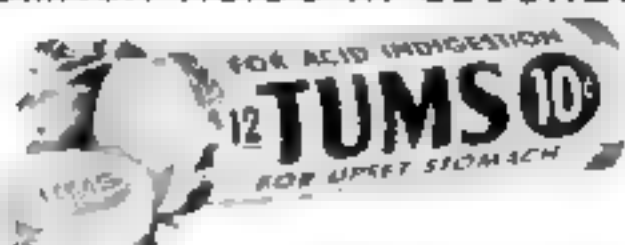
"Good-aire for good housekeeping!"

Good-aire Fine Chemicals Division of Shulton, Inc.



for...
COLD SORES
LIP-AEZE
LIP BALM
FEVER BLISTERS
CHAPPED LIPS
SUNBURNED LIPS

UPSET stomach?
GET TOTAL RELIEF FROM EXCESS
STOMACH ACIDS IN SECONDS!

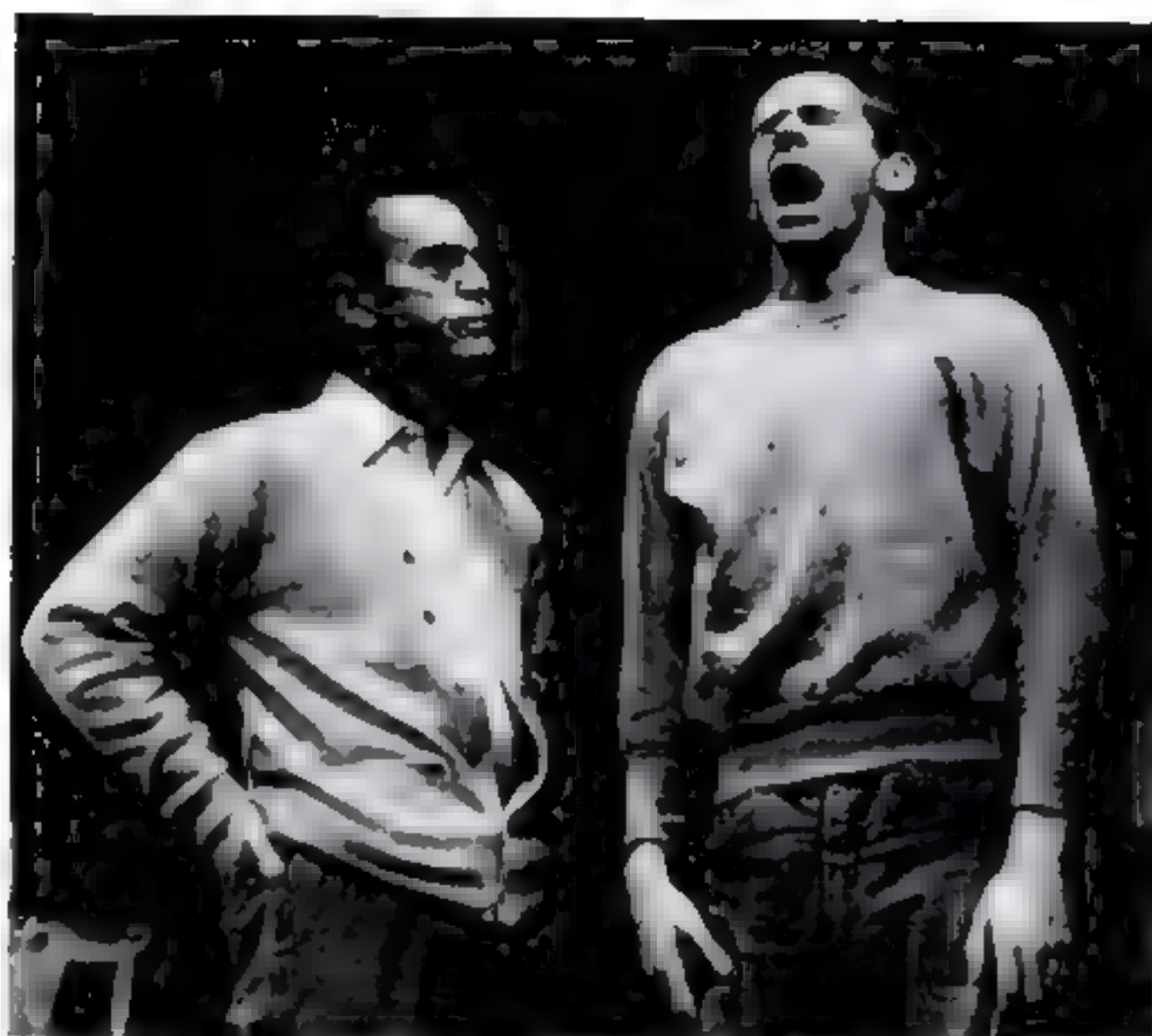


TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

New Electric
DVI PAINT SPRAYER \$12.95 complete
Built-in motor! Just pull trigger and spray paint, varnish, enamel, in-clothes and garden spray 3 to 7 ft. new faster! Saphire nozzle quick spray adjustment! Fully guaranteed! Now at dealers everywhere!
BURGESS VIBRO-CRAFTERS INC.
Grayslake, Illinois

pointer HOSIERY
Guaranteed by Good Housekeeping
QUALITY
THAT'S OUT OF THIS WORLD!
ADAMS-MILLIS CORP. HIGH POINT, N. C.

ROUGH WINDS CONTINUED



CRY OF MISERY escapes Arthur as he tries to tell his father (Chester Morris) about Janet's pregnancy, and his father interrupts, "Don't slouch."



ANGRY SLAP is delivered by father when Arthur starts laughing with relief. He has just heard from Ernie on phone that Janet has survived abortion.



SHOCKED FAMILY gains a deeper understanding of the son as sister (Pat Stanley) tells father and mother (June Walker) of Arthur's secret ordeal.

NEW!

New **BAND-AID** Sheer Strip.
TRADE MARK
Clear plastic with flesh-tone
pattern practically disappears
on your skin.



With **SUPER-STICK**
...won't loosen in water.

The great American Vacation....



wherever it leads you— **Su**

One of the advantages of being a 7 Crown drinker is that you can always be *sure* of your pleasure, *any place you go*. For the unequalled popularity of this great American whiskey is such that wherever the finest is served, 7 Crown is *sure* to be part of the scene!



re pleasure awaits you

Say **Seagram's** and be **Sure**

OF THE FIRST AND FINEST AMERICAN WHISKEY





New Simoniz Floor Wax - childproof because there's vinyl in it!

Vinyl—tough, brilliant vinyl—makes new Simoniz® Floor Wax the toughest, glossiest floor wax ever.

Now, kids can spill on your floors. Romp on them. Track on them. Vinyl, the miracle ingredient, means *childproof* protection.

Floors never shone so mirror-bright. Never stayed so bright, so long . . . even with frequent damp mopping. Yet, when it comes to re-waxing, new Simoniz Floor Wax removes evenly—no blotching.

New Simoniz Floor Wax polishes itself. You don't need to buff. You don't need to rub. Try it.

*For all floors—
linoleum,
rubber,
asphalt,
vinyl tile and
finished wood*



SIMONIZ MAKES IT



CALIFORNIA GOVERNOR "GOODIE" KNIGHT COMBINES A DODGER CAP, A CAMPAIGN SMILE AND AN AUTOGRAPH TO WELCOME BIG LEAGUE BALL TO LOS ANGELES

CALIFORNIA GOES BIG LEAGUE IN A BIG WAY

Big league baseball and California finally got together last week and everybody from the governor on down wanted to help make history. Politicians took bows, bare-legged girls pranced in the bull pen, merchants advertised how far their stores were from home plate and songwriters improvised lyrics like "Let's knock the old ball over old Nob Hill." To see for themselves if this thing called big league ball was all it was cracked up to be, people turned out in numbers to gladden the heart of a business manager.

Although San Francisco, which inherited the New York Giants, was cool at first, Willie Mays won the town over in a welcoming parade (see cover). At the game fans adopted a polite but critical "show me" attitude. They liked what they saw—for a few days anyway. Los Angeles, new home of the Brooklyn Dodgers, turned out a shirt-sleeved crowd of 78,672, a National League record. In the cavernous coliseum (next page) many had trouble seeing the game at all. But many came only to be seen.



OPENING-DAY CROWD AT LOS ANGELES ALMOST FILLS HUGE COLISEUM, WHERE DODGERS WILL PLAY 77 HOME GAMES PENDING CONSTRUCTION OF NEW PARK





VENDOR COMPLAINED ABOUT SLOW SALE OF HOT DOGS BUT THE FANS SEEMED HAPPY. ONE SAID, "YOU CAN EVEN SEE THE BALL ONCE YOU GET ACCLIMATED."



← **SMALLEST BALL PARK** in the majors, named to capacity for San Francisco opening, resides against a backdrop of new freeway and Bay Bridge. It held fewer people for three games than the olden ball to one. A new park is being built

SHORTEST TARGET for big-league sluggers: a left fielder is only 130 feet from home plate along the foul line at Dodger Stadium, Los Angeles. Here the pitcher, first baseman and left fielder seem to be in a 12-foot radius from the batter.

DON'T GYP YOURSELF

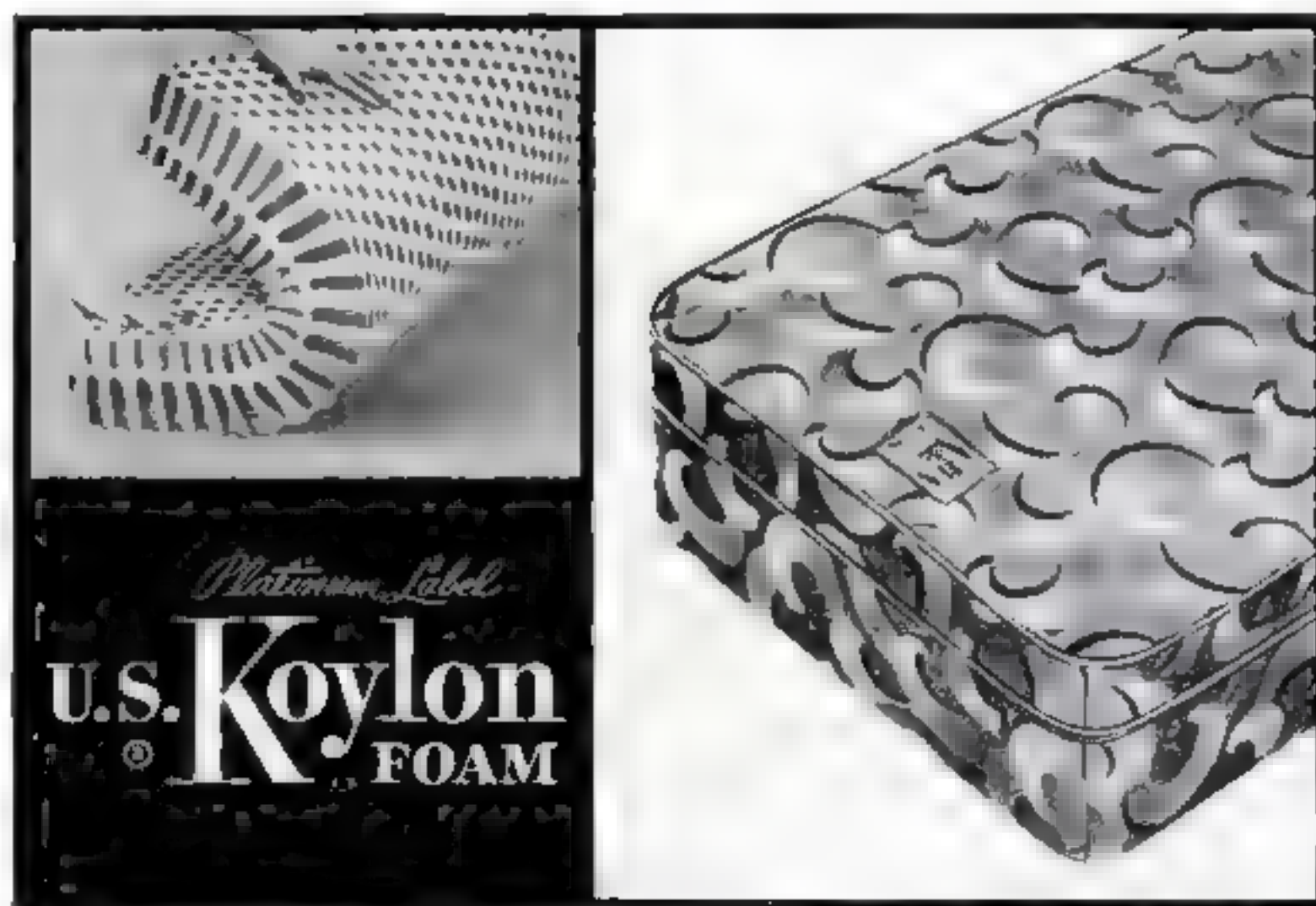


Beware of "bargain" mattresses!

You know what's inside a U.S. Koylon Foam mattress

Is a bed a bargain, no matter its price, if it doesn't help you sleep? If it doesn't last? Certainly not. But don't blame the stores, blame yourself. There isn't a reputable dealer in the country who won't admit that the only real bargain in a mattress is the finest your money can buy. That's U. S. Koylon, the *finest of all foams*, a product of United States Rubber Company, *the pioneers in foam*. Further, U. S. Koylon is the only foam mattress made with thousands of small fine cores on both sides, top and bottom, which make it the airiest, cleanest, only reversible foam mattress, completely odorless, cool in summer, comfortable the year 'round. But a U. S. Koylon is even more than that. It's the mattress you've needed all your life because it gives you both firm, healthful support and the most luxurious, unbelievable comfort. You owe it to yourself to try one.

There is now a complete U. S. Koylon line to satisfy the needs of every purse, taste and back. Including mattresses of standard and extra firmness, standard, extra long and king sizes. New Koylon Premier, last word in luxury with hand-tied boxspring. Long-famous Platinum Label Koylon with the familiar half-moon ticking (shown here), and wonderful Silver Label Koylon, modestly priced at \$89.50 for twin size ensemble, \$109.50 for full size.



United States Rubber

Rockefeller Center, New York 20, New York

BASEBALL CONTINUED

A GIANT WARM-UP IN SAN FRANCISCO



UNCOMFORTABLE HERO Willie Mays, who ducked out on official welcome, performs first duty in San Francisco at airport: walking his wife's poodle, Pope.



TRIUMPHANT MAYOR George Christopher, flanked by pair of walking baseballs during welcoming parade, assumes credit for bringing Giants to San Francisco.



GIGANTIC GIANT WELCOME brings out 200,000 people and a historic symbol, the old cable car. In the rear is Telegraph Hill, which cars once climbed.



BALMY AFTERNOON prompts spirited collectors to shed shirts as they cheer for Giants against Dodgers in first major league game ever played on West Coast.



BASEBALL CONTINUED

CHILLY EVENING makes fans bundle during the first night game. Even in summer nights are cool and beginning in June there will be a lot of fan heap of fog.

TWO NEW FANS SPORT SOUVENIR SKIMMERS, TRADITIONAL BASEBALL HEADGEAR AS THEY WATCH GIANT RALLY NEW HERO WILLIE MAYS, IS ON FIRST BASE



that wonderful "welcome home" hour...



YOU'VE GOT IT MADE WITH HEUBLEIN COCKTAILS

Memo to Mr. and Mrs.: remember how you used to meet for cocktails and how wonderfully pleasant alone-at-last was? It still is. Especially when the cocktails are Heublein's and the setting, your own cozy living room.

You can enjoy these famous cocktails almost

without budging from your chair. Cocktails already mixed to perfection by experts—no mess, no bother; just stir with ice (or pour on-the-rocks straight from the bottle) - relax, enjoy.

Have cocktails for two, tonight. (Or for twenty, if you're entertaining.) Heublein's. Delicious.

Only fine liquors make fine cocktails. They go into Heublein's. **MANHATTANS**-65 proof, made with private stock blended whiskey and finest vatted vermouth. **EXTRA DRY MARTINIS**-75 proof. **DAIQUIRIS**-60 proof. 7 other popular kinds. All full strength. G. F. Heublein & Bro., Hartford, Conn.

keep Heublein's on hand—always ready to serve

BASEBALL CONTINUED

MEANWHILE, IN L.A.



NEW-STYLE BULL PEN, rarely seen in Brooklyn, attracts Dodger relief pitchers as Michele Saboda does her baton-twirling routine at Los Angeles opener.



NEW-STYLE DUGOUT, just the thing in California, is adored by Los Angeles television actress Jol Reding, here chatting with Dodgers' outfielder Elmer Val.

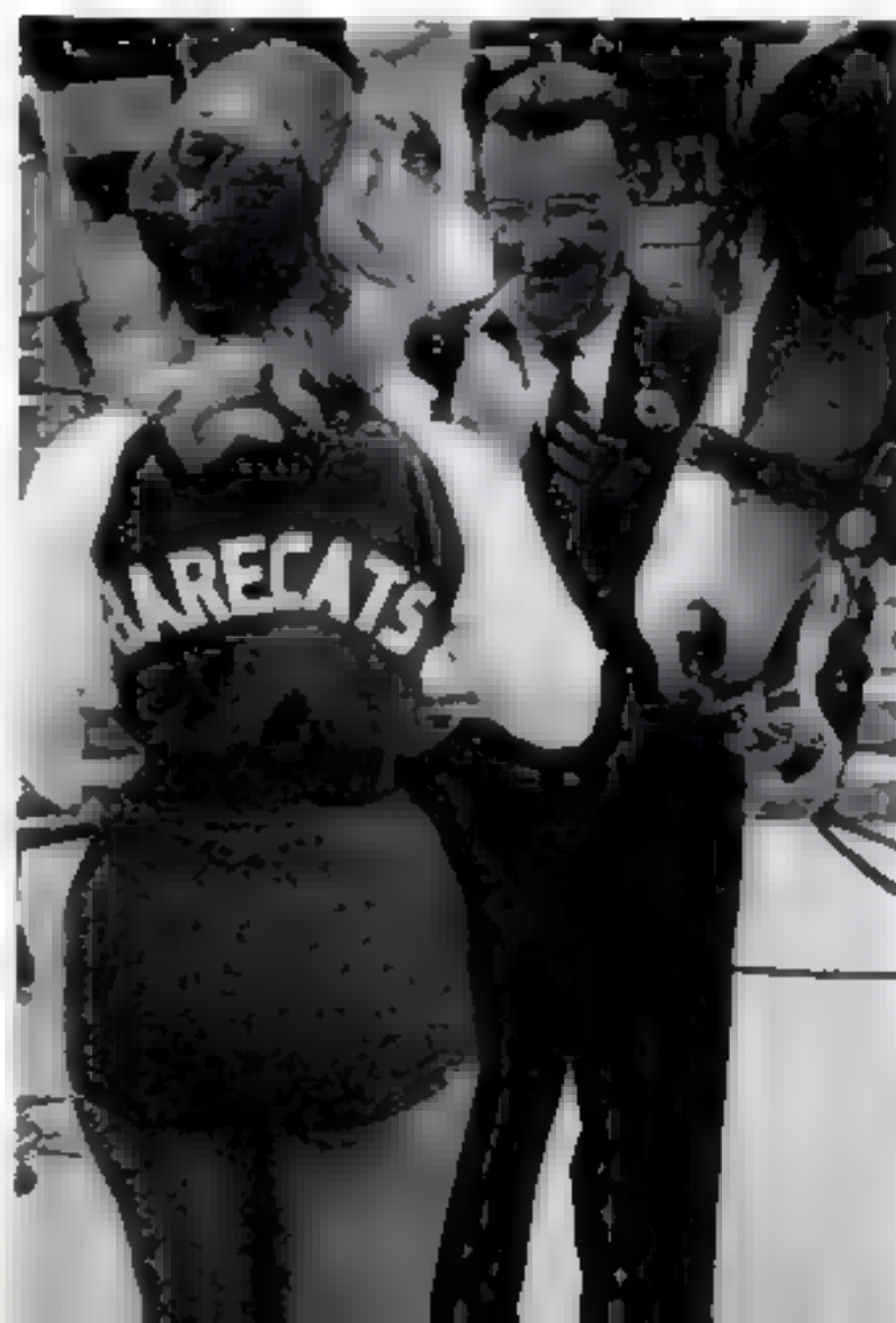


SQUINTING AT THE DISTANT ACTION, fans in outfield seats at the Coliseum use binoculars. Hawkers sold glasses for \$1.50 a pair at the stadium.



SOPHISTICATED VIEW of game is had through trick hat by wife of Brown Derby Owner Bob Cobb.

TRIUMPHANT OWNER, Dodgers' Walter O'Malley gloats as he holds horse and goes at a showgirl.



DAFFINESS TRADITION of Dodgers is upheld in Los Angeles by Ray Bohensky—wearing weird specs.



ADVISING ROCKETEERS. nun scientist Sister Duns Scotus examines the molt-lined remains of a

mouse which exploded in mid-air on occasion. Recently the boys fired rocket on 2,000 feet high

TROUBLE OVER MISSILE MOUSE

Responding to the cry for more school science, the Austin Rocket Society, students of Austin and Brown's late Mann high schools, found itself frustrated by animal lovers and the law. Under the eye of their 26-year-old adviser, Sister Duns Scotus, who teaches science at Paez High School, they had launched a 5-foot 9-inch rocket called Mousenik I. In its nose they put a carefully anesthetized mouse to provide data on the effects of acceleration and deceleration. The rocket went 1,600 feet up, but despite heavy padding its passenger perished.

When a second mouse being prepared for flight died from an overdose of ether, the Humane Society stepped in and obtained a temporary injunction against further use of live mice. Sister Duns Scotus and her rocketeers had to substitute a rubber model until a decision on a permanent injunction was given. But the Catholic Archbishop of St. Paul, William O. Brady, came out firmly against the Humane Society. "One wonders if there would have been a problem," he wrote wryly, "if they had put Sister Duns Scotus in the nosehead . . ."



MICE PROTECTOR. Helen Jones of Humane Society checks brief with lawyer at injunction hearing.

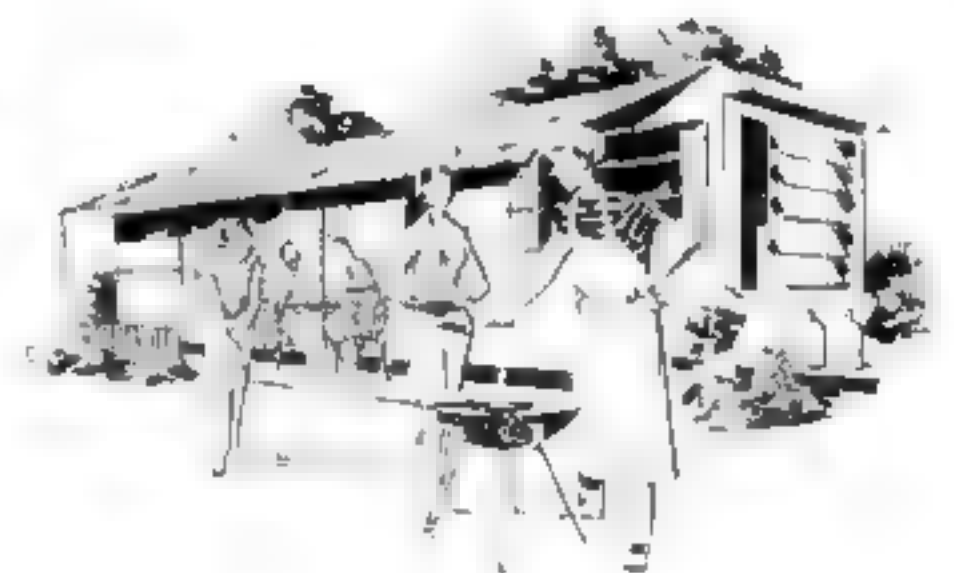


ROCKET EXPERIMENTER. Gary Sulyst, 17, tries to fit rubber mouse in parachute-equipped capsule.



Your furnishings are included in the price of a **Mobile Home**

YOU BUY A HOME READY TO LIVE IN:
FURNITURE, DRAPERIES, APPLIANCES



Isn't that a good idea? To buy a completely modern home—completely furnished. You don't have to spend an extra nickel on furnishings, draperies, appliances. All this is financed in one package. Some mobile homes cost you only \$75 a month!

And what a wonderful home you get! Plenty of room for privacy . . . or parties. Many mobile homes measure 10' by 40' or more. Furniture is decorator-designed . . . smart and comfortable. The kitchens are dreams! "Waist-level" cooking, new refrigerator, disposal, washer and dryer. You get a complete bathroom with tub and shower.

Automatic heat, air-conditioning, built-in television if you like.

You can really enjoy living in today's mobile home parks. There are many new ones, beautifully landscaped. Some have swimming pools and other recreational facilities. You can plant a garden in the backyard . . . give barbecues. It's easy to get acquainted. You'll be in on all the activities before you know it.

NOTE: New travel and vacation trend! Go with your own resort home—a lightweight travel trailer. Completely equipped. No reservation problems.

Who lives in mobile homes?

Three million people now. Young couples, industrial and construction workers, professional people, military personnel, retired couples. At least half of these families have children.

SEND FOR MHMA YEARBOOK!

Mobile Homes Manufacturers Assn., Dept. L248
P. O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE, with information on 1958 models of 75 manufacturers, mobile home parks and living. Enclosed is 25¢ to cover mailing and handling costs.

Name _____
Address _____
City _____ State _____

Mobile Homes Manufacturers Assn.

20 N. WACKER DRIVE, CHICAGO 6, ILLINOIS





Look your Sunday best any day, all day, in a soft

ARROW "GLEN"

with new Link Cuff

The beauty of this collar is not just the satisfying lines of its short wide-spread points.

An Arrow Glen is as easy on your neck as on your eyes—it drapes so softly you hardly know it's there, yet it retains its early-morning neatness right through till night.

And the Glen comes with the new Arrow *LINK* *Trademark

*CUFF**—with the luxurious appearance of a French cuff and the convenience of a regular cuff. (Available with regular cuffs if you wish.)

Add the century-old Arrow skills, the "Sanforized" label, and you know why men prefer Arrow five to one. Arrow Glen in combed cotton broadcloth, \$4.00. Boys' sizes, \$2.95 and \$3.65. Acetate-rayon tie, \$1.50.

Cluett, Peabody & Co., Inc.

ARROW

first in fashion

Five fitting reasons why men prefer **ARROW** five to one



1. The Perfect Collar—Designed to conform with the natural slope of the neck for better fit, greater comfort, smarter appearance.



2. The Perfect Shoulder—Tailored to lie flat and smooth. Never binds, never bulges. Always comfortable, with or without a coat.



3. The Perfect Waist—Cut the tapered Mitoge® way to conform with natural body lines. Never bunches. Always trim and smooth.



4. The Perfect Sleeve—Shaped to follow the arm's contour. Comfortably roomy at armhole and elbow. Trimly tapered at the cuff.



5. The Quality Extras—Buttons anchored and chip-proof. Finest pre-tested fabrics. "Sanforized" for lasting fit. Easier to launder.



POPULAR IMAGE OF AD MAN

HIGH LIVER, the ad man of the books and moving pictures (portrayed by David Wayne, star of Broadway hit, *Sav, Darling*) spends all of his time in

expensive eating places like "21," where beautiful women ogle him, obsequious wine waiter hovers over him and fascinated clients hang on his every word.

TURBULENT TIME FOR

U.S. ad agencies, engaged in fiercest competition ever, find themselves

AS everybody has heard recently, advertising is a business, to use the word in its loosest sense, which is:

- Housed in palatial offices where the newcomers know they have made good when they get a gold key to the marble-walled men's room for executives (the movie, *Will Success Spoil Rock Hunter?*);
- Conducted in gross defiance of the public weal (the movie, *A Face in the Crowd*);
- Characterized by a recognizable uniform (the novel and movie, *The Man in the Gray Flannel Suit*);
- Populated by glib, cynical young men who spend most of their time drinking martinis and chasing girls but who always come up in the nick of time with some brilliantly improvised idea which keeps the client happy (that famous though somewhat older novel and movie, *The Hucksters*);
- Given to the most dastardly psychological hocus-pocus and brain-washing (the current nonfiction best seller, *The Hidden Persuaders*);

► Situated on Madison Avenue, New York City (the even newer non-fiction best seller, *Madison Avenue, U.S.A.*);

- Discussed by its practitioners in such phrases as: "Let's run it up the flagpole and see who salutes," "Let's get down on all fours and look at it from the client's point of view," "Let's follow it and see what it eats" (any current newspaper column about ad people and their doings);
- The ruination of U.S. public taste (almost any issue of any magazine designed for intellectuals).

The advertising man, who used to pursue his trade in peace and anonymity, has now been thrust into the full glare of notoriety. This is partly because of the movies and the best seller. It is also because he has just been through his most hectic winter. Advertising has just broken all records for volume of business. Its growth has been absolutely explosive—and marked by the fiercest competition for accounts ever seen in the industry. At the same time the recession has kept everybody in the business jittery, wondering whether the present rate of advertising will

AD MAN'S IMAGE OF HIMSELF



HARD WORKER. the ad man as he sees himself is harassed fellow chained to his desk in a cluttered cubbyhole office, subjected to relentless pressure

from (left to right) the agency's art director, account supervisor and president, while his secretary nags him about appointments he is too busy to keep

ADVERTISING BUSINESS

beset by mythmakers, lawmakers, changeable clients

by ERNEST HAVEMANN

be cut, as in most previous economic declines, or stepped up, as many modern businessmen think it should be, to boost lagging sales. These have been months when the owners of advertising agencies have had to live with the exciting yet frightening thought that a right guess about the future might make them a fortune, while a bad guess might put them to shining shoes for a living.

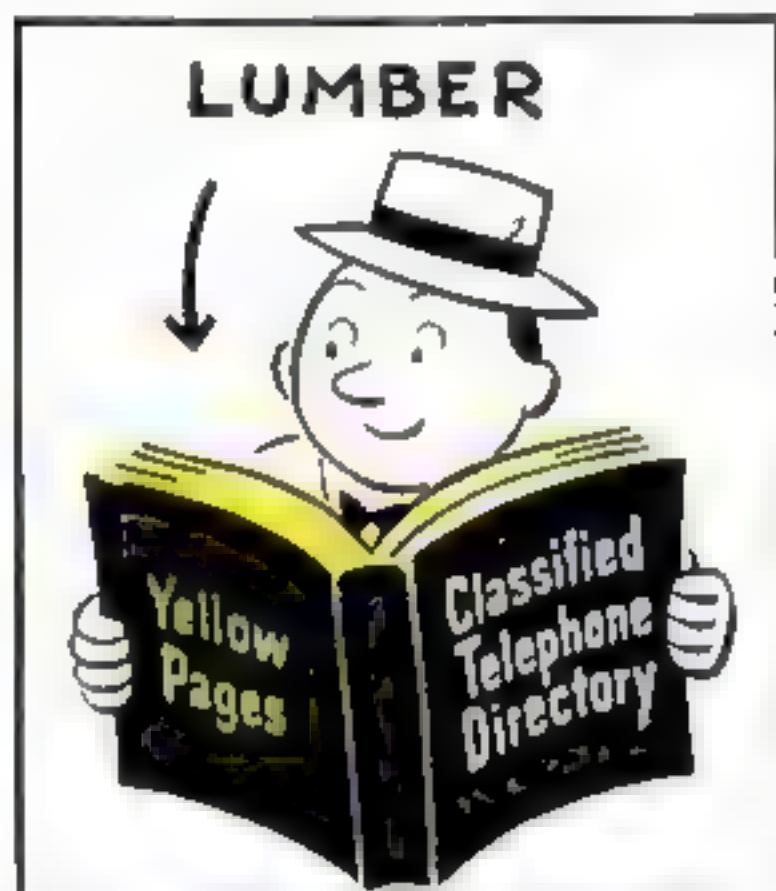
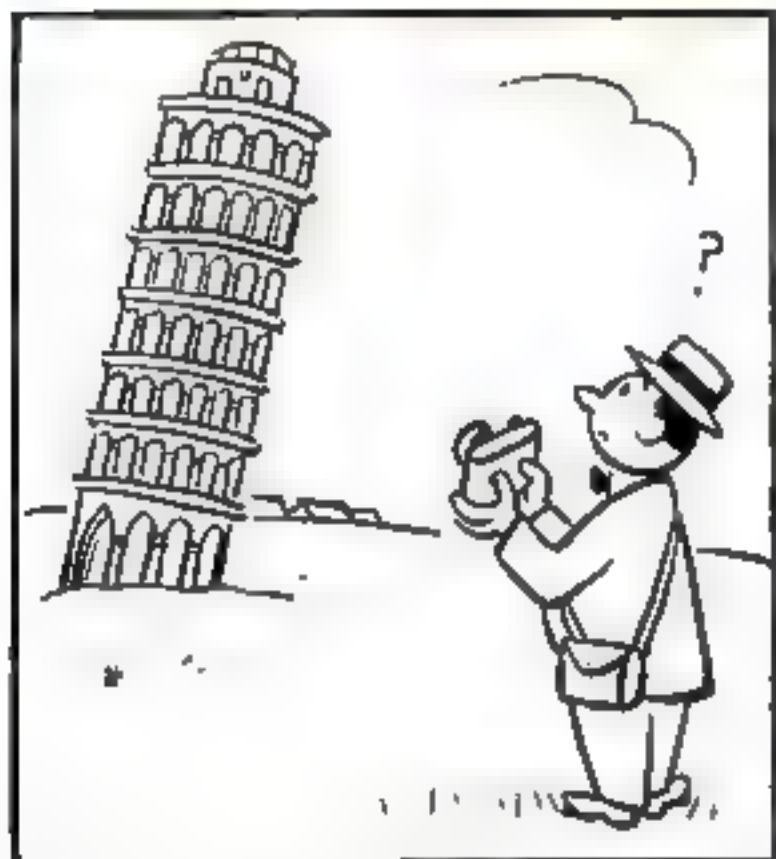
Internal debates and outside pressures

WITHIN the industry there have been hot debates over the fee system on which it has operated since its earliest days, and over the usefulness and morality of that controversial new technique known as motivational research.

From the outside, the industry has felt itself seriously threatened by the nation's lawmakers and administrative officials. The federal highway bill, which became law last week, encourages state regulation of

billboard advertising. This would affect only a small segment of the advertising industry, but ad men view it as the first incursion of the reformers who would like to have the federal government control, censor or even possibly ban all advertising. The Internal Revenue Service recently indicated that it might not permit future deductions for advertisements which express an industry's point of view on proposed laws. The ad industry sees this as a cloud no bigger than a man's hand which might eventually turn into a storm, washing away all institutional advertising, which amounts to about \$1 billion a year. The mayor of Baltimore, seeking new revenues for his ailing budget, looked hungrily upon local advertising and got the city council to levy a 6% tax. With this example at hand, lawmakers in such widely scattered cities as Canton, Ohio, St. Louis, Mo. and Woonsocket, R. I. also decided that the ad industry might be the answer to their tax problems. Later the mayor of Baltimore changed his mind, the tax was repealed and the Maryland legislature passed a bill exempting advertising from state and local taxes. The

Looking for Something?



lumber, plastics, grinding wheel, paint, insurance, roofers, steel whatever you need—

Find It Fast In The Yellow Pages

Advertisers displaying this emblem make your shopping easy.



SURPRISING SYMBOLS are a comparatively recent development in advertising campaigns. The man with the eye patch, used in Hathaway shirt ads, and Marlboro cigaret's tattooed hand, which are intended to convey the idea of masculinity, have both been highly successful sales boosters.

AD MEN CONTINUED

other cities are weakening, too, but the ad man had some tense moments while the threat lasted.

Thus the advertising business has been hitting the newspaper headlines with considerable regularity and with unaccustomed results. It has also produced some striking new symbols like the Marlboro tattoo. At the height of the winter's excitement a vice president of a New York ad agency went for his annual physical checkup. His doctor greeted him with, "What's this I hear about you fellows maybe getting the Buick account?" Next day he happened to have an appointment with his dentist. The dentist greeted him with, "Tell me, what's all this about Buick?" The ad man said later, "A few years ago my doctor and dentist didn't have the vaguest idea what job I held. I even had trouble explaining to my mother how I earned my living. Now all of a sudden everybody knows all about my business. I don't know whether to be flattered or worried."

To ad men the most irritating feature about the recent publicity is that practically all the legends which have grown up about the ad business have no basis in fact. This gives ad men the uneasy feeling that just when their future looks so promising and exciting it may be adversely affected by unfavorable and wholly spurious gossip.

For example, ad people are no more addicted to martinis than anybody else. One popular young advertising woman kept a record of her lunch companions and drinking for a week. It went like this:

	Drinks for ME	THEM
Monday: Account executive	1	0
Tuesday: Three male copywriters	0	0
Wednesday: Account supervisor	1	1
Thursday: Creative director	0	1
Friday: Old chum from girls' college	3	4

Although this young woman happens to like martinis, it can be seen that she was behaving quite circumspectly until betrayed on Friday noon by a person who had nothing whatever to do with the advertising business.

It is also a fact that only a dozen or so of the nation's 3,300-odd advertising agencies are on Madison Avenue. Most of them are not even in New York City, although practically all the largest ones are. Their offices are no more elaborate than those of insurance companies or law firms; many a \$25,000-a-year copywriter slaves away in a little cubbyhole without a rug on the floor. The men's rooms have no keys, golden or otherwise, and any stranger can walk in.

Advertising men do not affect suits of gray flannel or of any other special color or material. In fact, *The Man in the Gray Flannel Suit* had absolutely nothing to do with the advertising business. This novel was about a man who could not make up his mind whether to work for a charitable foundation or a broadcasting network, and how it came to be considered a hard-hitting saga of the advertising world is just another of those mysteries that beset all the non-martini drinkers who do not have gold keys to bathrooms not on Madison Avenue.

Nor do advertising people talk about "running it up the flagpole," "getting down on all fours" or "following it to see what it eats." Most of these phrases have been invented by people in the trade to make fun of their own work. On dull days the copywriters sit around trying to think up new and better ones. But nobody ever says them in earnest except possibly some of the boys in the mailroom who are under the misapprehension that it makes them sound like mature ad men.

3 TIMES the Shine

with **GRIFFIN MICROSHEEN**

1. **COSTLY WAXES** shine brighter, cover scuffs.
2. **RARE OILS** condition leather, prolong life.
3. **SILICONES** weather-proof shoes, repel water.

FREE SHINE CLOTH Now In Every Carton



Better than aspirin even with buffering for **TENSE NERVOUS HEADACHES**



Nervous tension headaches need the special relief Anacin® gives. Here's why Anacin is better than aspirin, even with buffering added. Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven ingredients. Anacin acts to (1) relieve pain, (2) calm nerves—leave you relaxed, (3) fight depression . . . and Anacin Tablets do not upset the stomach. Buy Anacin today!

3 out of 4 doctors recommend the ingredients of ANACIN

STRETCH YOUR PAINT DOLLARS

With **STRETCH** FLAT LATEX PAINT

GOES FARTHER COVERS MORE • COSTS LESS

Also Mfrs. of S.A. 15K and T.V.P. **Tamco Industries Co.** Chicago 1, Ill.

FOX HOWARD POWER MOWERS and Spreaders, Tool

You should know about America's quality line of power mowers. Send for free literature today.

FOX HOWARD CORP. 1830 W. North Ave., Chicago 22, Ill.

Good Humor GREETING CARDS

FUN TO SEND... A RIOT TO RECEIVE!

ORDER NOW! A limited number of choice or jokes available to men and women to become our Service Distributors selling giant size cards. A highly profitable year round full or part time business. No experience required. Less than \$3.00 gets you started. Explanatory 32 page book FREE. Write: **Good Humor Cards**, Dept. J-4, 66 Melrose Ave., Chicago 32, Ill.



USA
TODAY
the new fashion we live in

The excitement of amateur boating is one more of the wonderful things that make living in the U.S.A. today rich with new pleasures... and you enjoy them so much more with Dan River Cottons. The cottons that give you more fashion, more wearing time; so much less *caring* time; the ultimate in wash and wear... because they're **Wrinkl-SHEE** with **Dri-Don**.
Slacks and shorts of Dansheen® luster-woven fabric.

DAN
RIVER
the fabric of American life

ALL FABRICS DESIGNED AND WOVEN IN THE U.S.A. BY DAN RIVER MILLS, INCORPORATED, DANVILLE, VIRGINIA. "WRINKL-SHEE" REGISTERED TRADEMARK FOR DAN RIVER MILLS. WRINKLE RESISTANT WASH AND WEAR COTTONS.



Every ride a pleasure trip . . . on new-type, sound-conditioned concrete



“This new-type, sound-conditioned concrete will still be exciting in 1975!”

Reports JOHN CHRISTY, famous editor of Sports Cars Illustrated



Concrete in eye-catching colors gives new safety. Lanes for access, truck-passing and other routing paved in identifying color help drivers see them quickly.

NEW-TYPE

Concrete

“I know. I’ve driven over it and you can, too, today. This new, continuous-laid concrete makes everything except a billiard table seem rough by comparison. Even with a sensitive sports car, there’s never a ‘thump’ on these highways being built for the new Interstate System.”

One trip on new-type concrete . . . you’ll feel like wiring congratulations to the nearest highway department! What a ride! Smooth, quiet. No thumps. Laid a new way, this pavement has no joints . . . only tiny *sawed-in* cushion spaces. You barely see them, let alone *hear* or *feel* them!

New-type concrete is designed for the traffic needs of 1975. A process called “air entrainment”

puts billions of minute air cells into the concrete, prevents roughening by freezing or de-icers. A special granular subbase keeps the pavement level.

You can expect these roads to last 50 years and more—with up to 60% lower upkeep costs than for asphalt! So the moderate first cost isn’t just a down payment.

Concrete means *safety*: a grainy surface for dependable skid resistance, wet or dry . . . light color to let you see far better at night.

Concrete is the only material that can be accurately engineered to future traffic loads. It’s the preferred pavement for the new Interstate System to link 209 major cities throughout 48 states.

PORTLAND CEMENT ASSOCIATION

A national organization to improve and extend the uses of concrete

The Buick account which caused such furor recently was dramatic proof of what a serious, high-stake business advertising has actually become. Buick spends \$24 million a year on ads. The standard ad agency fee is 15% of the total. When Buick fired the Kudner agency, which had held the account for 22 years, Kudner lost \$3.6 million of annual income—and that same amount was up for grabs among the other agencies. The competition was bound to be grim. No agency which stood a chance for the account thought of relying on personal charm or a possible happy inspiration which might strike some glib young man during a meeting with the Buick people.

Most of these agencies threw into the struggle a big staff of researchers, marketing experts, media men, psychologists, copywriters, artists, layout men, singing commercial specialists and directors of television commercials (who in many cases were veteran directors of television shows and Broadway plays). The staffs worked far into the night deciding a) what sort of customer Buick should woo (the job of the researchers, marketing men and psychologists), b) what kind of ads would best woo him (the job of the copywriters and other members of what is called the creative department) and c) where the ads should run (province of the media men). The agency's executives then approached Buick with a more or less formal sales campaign, saying, "These are the special qualifications of our staff. This is how we would run your ad campaign."

As the more sensitive members of the competing agencies were all too painfully aware, the long struggle over Buick had its humiliating aspects. A lawyer does not have to compete for a prospective client with a full-dress rehearsal of the speech he would eventually make to the jury. A surgeon does not have to perform a demonstration operation on a mock-up appendix. One of the curses of the advertising business—and to this extent the novels are right—is that it does depend to a certain extent on buttering up the client. During the recent struggle a rumor flew through advertising circles that a Buick management team, in New York to inspect the offices of the competing agencies, had written off one agency because its employees seemed to straggle in to work much later than was the custom in Detroit. The executives of an agency which was to be visited the next day quickly passed the word along to all employees to be on hand a half hour early. The boss of another agency, in a burst of exactly the type of phony "sincerity" satirized in *The Hucksters*, sent out a solemn memo telling his staff that when the Buick team dropped around next day the employees should simply do what they would be doing naturally, with no frills or fripperies. ("When the Buick people came around," said one of the agency's top creative hands, "naturally I just happened to be in a conference with a half dozen of my best talkers, discussing how many awards we had won the previous year and how we intended to better our record.")

The new-style ad man

THE Buick account was finally won by the firm of McCann-Erickson, which has now jumped from \$51 to \$262 million in billings within the last 10 years. This rapid rise has taken place under a new president named Marion Harper Jr., now just 41 years old, who is very close to being a prototype of the advertising man of the late 1950s. In the old days—meaning as recently as the 1920s and '30s—most advertising agencies were started on the strength of one man's genius and personality. These old giants of the business had an intuitive feel for advertising. Flying strictly by the seat of their pants, they made brilliant guesses as to what would put the public in a mood to buy and planned brilliant campaigns around their hunches. They usually burst upon the scene like rockets, starting new agencies on sheer nerve and a few thousand dollars, lit up the whole advertising landscape for a time and then often burned out fast or simply tired of their own success. The firm of Benton & Bowles was founded in 1929 by William Benton and Chester Bowles, two young men barely out of Yale who quickly proceeded to earn a quarter of a million dollars a year each, then sold out when they turned 40.

McCann-Erickson's Marion Harper, on the contrary, started in the ad business as an office boy (though he too went to Yale) and worked his way up mostly through the research side. His success is based on the theory that the best way to create good advertising is not by intuition but by measuring how people react. His firm was one of the first to hire a full-time psychology Ph.D. It has 2,600 interviewers who go around the country asking questions which might give some scientific insights into the consumer's mind and habits.

Yesterday's ad man used to take a look at the product, then go off in a corner to dream up his campaign. Today's ad man sends for the research on what consumers are thinking about at the moment and often goes out to size up the consumer himself. Most ad agencies insist that all their people get out in the field as often as possible and

CONTINUED



YES! Let your dealer tell you why you should... and then install

"PRESTONE" ANTI-RUST BRAND



Frank Larizza, New York dealer who services more than 1000 cars a week, says: "I see them come and see them go. You'd be surprised how many have summer rust problems—and all because they fail to drain out cooling systems in the spring and put in a good anti-rust. I recommend 'Prestone' brand anti-rust for all my customers."

Yes, your dealer can put your car in tip-top shape for summer driving.

Rust is the Number 1 enemy

of the cooling system. And rust forms much faster in high-temperature summer driving. You see, the minute rust forms, you're in trouble.

Here's what your dealer will do:

DRAIN AND FLUSH RADIATOR...

with "Prestone" 10-Minute Flush or "Prestone" Cleaner. Leading automotive authorities recommend draining the cooling system in the Spring followed by a thorough flushing.

REFILL WITH FRESH WATER AND "PRESTONE" ANTI-RUST

"Prestone" anti-rust immediately protects every inch of metal surface. You are protected against circulation of old rust, formation of new rust. "Prestone" anti-rust lubricates water-pump seals, too! Puts your car in tip-top shape for summer driving!



SUMMER-IZE YOUR CAR NOW—SEE YOUR DEALER TODAY!

The terms "Prestone", "Eveready" and "Union Carbide" are registered trade-marks of Union Carbide Corporation.
NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N.Y.



UPSET STOMACH?

Why wait for
slow
dissolving
tablets?



New **FIZRIN** Instant Seltzer Brings relief faster than any tablet!

**Brand-new medical compound
bursts into instant bubbling
action as no tablet can!**

Get relief the modern instant way! FIZRIN INSTANT SELTZER is a new superfine powder . . . a modern formulation of pain reliever and alkalizers in instant form

Amazingly effective alkalizing action! FIZRIN is a new compound of not one but two fast-working alkalizers that are most effective in neutralizing excess stomach acids which cause heartburn, sour stomach, indigestion

Brings faster pain relief! FIZRIN contains a pain reliever so effective so safe doctors everywhere prescribe it. And because of FIZRIN's instant dissolving action it goes to work faster than any tablet to relieve headaches, muscular aches

Pharmacy fresh! Each dose is measured and foil sealed, to bring you effectively fresh relief . . . in a refreshing, pleasant-tasting drink



*For Stomach Upsets,
Headaches, Muscular Pains, Painful Discomforts of Colds*

AD MEN CONTINUED

watch their quarry, the consumer, in his native habitat, walking through a supermarket or feeling yard goods in a department store. Many a high-priced copywriter spends several days a month earnestly questioning store clerks on how they and their customers feel about his agency's clients. As one agency vice president said, "If you just sit up in an ivory tower, if you don't get out and mingle with the people who are buying your product, you're dead."

Because of its new concern with the customer, the advertising industry nowadays often takes the liberty of telling a manufacturer

that his product will have to be changed to make it sell. Or often the advertising men come to the conclusion that a new product, one which the manufacturer has never thought of, could move right in to fill a gap in the consumer's life. In many ways the ad man has recently become a sort of broker between the manufacturer and the consumer, representing the interests of both. The oldtime manufacturer used to put out a product and let nature take its course. If the public bought it, he got rich. If not, he tried something else or, more often, stubbornly stuck to his guns until he went broke. But many of today's products are specifically blueprinted in advance to meet a public demand.

Motivational research, one of the most controversial of all ad agency techniques and the target of *The Hidden Persuaders*, is simply an attempt to take a deeper look into the soul of the customer. In many cases, asked why they prefer Brand A to Brand B, customers cannot honestly say—or they give a reason which they only *think* is the true one. Motivational research, which utilizes such psychological techniques as word association and



PSYCHOLOGIST Ernest Dichter, Vienna-born, is often called father of motivational research in American advertising.

ink-blot tests, is an attempt to uncover the real and sometimes subconscious reasons. One of the first important motivational research projects inquired into why housewives were slow to accept instant coffees. What women said was that they disliked the taste. But psychologists who looked a little deeper found that using instant coffee instead of a coffee pot made the women feel guilty and lazy. Ever since this pioneer study, the advertisers of instant coffee and other labor-savers, such as frozen foods and self-polishing waxes, have stressed the taste or quality of the product and played down the fact that it is easier to use.

Some of the more pompous practitioners of motivational research talk a kind of mysterious high-priest jargon which gives the impression that they can manipulate the nation's customers like so many puppets. This has caused a great deal of popular concern, which was heightened by a recent experiment which seemed to show that movie patrons could be induced to buy more Coca-Cola and popcorn by advertisements flashed on the screen so briefly as never to be consciously noticed (*LIFE*, March 31). Actually motivational research is simply a more scientific way of reaching the same conclusions about humanity that the oldtime advertising genius used to reach by intuition. There is some suspicion, indeed, that agencies on occasion put their research, motivational and otherwise, to a sort of *ex post facto* use—that they still rely on a brilliant idea, then put their research staffs to work to prove that it is a good one.

Shifting accounts, switching jobs

THE fact remains that no agency can survive nowadays without all kinds of experts to give its work a solid factual basis. This has made it harder and harder to start a new agency and has kept the established ones growing by leaps and bounds. Accounts move around rapidly. Within the past few months some of the big ones which changed hands included not only Buick but also Lincoln, Chrysler, Revlon, Capital Airlines, Frigidaire and Zenith Radio. People shift jobs from agency to agency. The Colwell of Sullivan, Stauffer, Colwell & Bayles is now with J. Walter Thompson. The Foote of Foote, Cone & Belding is now with Geyer Advertising, Inc. A firm

STOP NOISY MUFFLER TROUBLES FOR GOOD!

SEE YOUR MIDAS® MUFFLER MAN!



You and your family are always sure of a royal reception from your MIDAS MUFFLER MAN. And because he is a specialist in just one thing—your car's exhaust system—it costs no more to get the best at MIDAS! Installation is expertly done in just minutes while you watch or wait in comfort.

Safe, silent MIDAS MUFFLERS are specially-designed of heavy-gauge steel, all-welded for long years of dependable service. NO CHARGE FOR INSTALLATION... IT'S FREE!

**GUARANTEE
IN WRITING
FOR THE LIFE
OF YOUR CAR**

GOOD AT MIDAS MUFFLER
SHOPS
FROM COAST-TO-COAST

Ask for MIDAS
"Kiddy Crowns"
At every
MIDAS Muffler Shop

DRIVE IN TO YOUR NEARBY MIDAS MUFFLER SHOP TODAY For America's Finest Mufflers, Tailpipes, Dual Exhaust Systems

Birmingham, Ala. 630 S. 22nd St.
Dothan, Ala. 105 N. Gates
Gadsden, Ala. 671 Weighen
Mobile, Ala. 1905 St. Stephens
Montgomery, Ala. 1200 Michigan
Tuscaloosa, Ala. 9 Mellon
Tucson, Ariz. 422-25th Ave.
Little Rock, Ark. 4315 W. 29th St.
Palo Alto, Calif. 3839 E. Camino Real
San Jose, Calif. 1785 E. Santa Clara
Santa Clara, Calif. Park & Bellevue
Denver, Colo. 3300 W. Colfax
Bridgeport, Conn. 2050 Fairfield
East Hartford, Conn. 717 Connecticut
West Hartford, Conn. 977 New Br. Rd.
New Haven, Conn. 95 Whalley
Washington, D. C., Area 3646 Blodonsburg, Cottage City, Md.
2652 University, W., Wheaton, Md.
2115 Wilson, Arlington, Va.
1912 Duke St., Alexandria, Va.

Clewerster, Fla. 950 Cleveland
Fort Lauderdale, Fla. 2212 S. Andrews
Fort Myers, Fla. 1533 Jackson
Jacksonville, Fla. 3401 N. Main
Miami, Fla. 6231 Beach
Orlando, Fla. 499 N. W. 79th St.
Ocala, Fla. 1670 S. W. 27th St.
Orlando, Fla. 1519 Jacksonville
Panama City, Fla. 1720 W. Robinson
Pensacola, Fla. 525 Mexico
Pompano Beach, Fla. 1800 W. Cavanaugh
St. Petersburg, Fla. 2404 S. Federal
Tampa, Fla. 906 St. & Fifth Ave. N.
West Palm Beach, Fla. 2005 Grand Central
Albany, Ga. 2733 S. Dixie
Atlanta, Ga. 148 E. Broad
877 Marietta, N. W.
548 Peace de Leon, N. E.

Augusta, Ga. 705 Reynolds
Columbus, Ga. 315-13th St.
Macon, Ga. 654 Broadway
Savannah, Ga. Montgomery & Duffy
Berwyn, Ill. 6440 Ogden
Chicago, Ill. 4417 S. Redzie
6050 Broadway
27 E. 11th
2710 N. Sawyer
25 N. Laramie
243 W. Cerve Gordo
5325 State
259 S. Grove
403 S. Jefferson
1535 Broadway
319 W. Baker
236 W. Ridge
603, Calumet
322 E. Market
1201 W. 16th St.
117 W. Fourth St.
1114 Walnut
512 Kansas
400 E. Sixth St.
2307 E. Central
1113 S. Sixth St.
415 E. St. Catherine
317 Frank
4085 Florida

Decatur, Ill. 243 W. Cerve Gordo
East St. Louis, Ill. 5325 State
Elgin, Ill. 259 S. Grove
Peoria, Ill. 403 S. Jefferson
Waukegan, Ill. 1535 Broadway
Fort Wayne, Ind. 319 W. Baker
Gary, Ind. 236 W. Ridge
Hammond, Ind. 603, Calumet
Indianapolis, Ind. 322 E. Market
1201 W. 16th St.
117 W. Fourth St.
1114 Walnut
512 Kansas
400 E. Sixth St.
2307 E. Central
1113 S. Sixth St.
415 E. St. Catherine
317 Frank
4085 Florida

Baton Rouge, La. 3232 Plank
Lafayette, La. 339 S. Buckman
Lake Charles, La. 2571 Ryan
Marzo, La. 408, Fourth St.
Metairie, La. 3729 Airline
Monroe, La. 306 Walnut
New Orleans, La. 2530 Canal
844 Howard
1700 Tulane
401 S. Claiborne
2136 St. Claude
1824 Teral
5617 Harford
645 E. 75th St.
2050 Massachusetts

Shreveport, La. 464 Main
Baltimore, Md. 555 Calhoun
Cambridge, Mass. 150 Exchange
West Springfield, Mass. 407 Myrick
Pittsfield, Mass. 501 Worcester
West Springfield, Mass. 518 Memorial
Worcester, Mass. 1413 Main
Flint, Mich. 2009 S. Saginaw
Grand Rapids, Mich. 728 Division S.
Jackson, Mich. 207 Pearl
Kalamazoo, Mich. 346 E. South
Lansing, Mich. 123 W. Ionia
Muskegon, Mich. 2107 Henry
Pontiac, Mich. 256 S. Saginaw
Saginaw, Mich. 200 N. Jefferson
Minneapolis, Minn. 1400 Hennepin
4109 E. Lake
93, Calhoun
1305 S. Callahan
1905 Tryman
3020 Van Brunt
St. Louis, Mo. 1163 S. Kingshighway
6336 S. Grand
576 Boone Ave.
150, Dayton
50 W. Bridge
1340 Main
771 Commonwealth
775 Raymond
1449 S.uyesant
8625 Central N. E.
1722 Central
48 State
Buffalo, N. Y. 3425 Delaware

Biloxi, Miss. 3020 Van Brunt
Kansas City, Mo. 1163 S. Kingshighway
6336 S. Grand
576 Boone Ave.
150, Dayton
50 W. Bridge
1340 Main
771 Commonwealth
775 Raymond
1449 S.uyesant
8625 Central N. E.
1722 Central
48 State
Buffalo, N. Y. 3425 Delaware

Buffalo, N. Y. 1458 Michigan
Elmira, N. Y. 507 Main
Huntington Station, L. I. N. Y. 261 Baldwin
641 E. Jericho Turnpike
308 E. Second St.
Albany Saratoga Rd.
105 Jericho Turnpike
501 Main
555 St. Paul
298 Broad
135 Erie W.
1205 Erie E.
515 S. State
1205 Oriskany W.
916 N. Graham
310 Foster
332 Franklin
Greensboro, N. C. 228 Commerce
5 S. English
119 W. Davis
711 N. Trade
Winston-Salem, N. C. 11 S. Case
200 W. Exchange
Canton, O. 200 W. Exchange
Cincinnati, O. 2719 Spring Grove
2600 Reading
11905 Miles
Stale & Byrd
706 W. Third St.
1850 Elvira
20 E. Sixth St.
325 W. High
120 Adams
3419 Collingswood
1401 Cherry
1860 Door at Upton

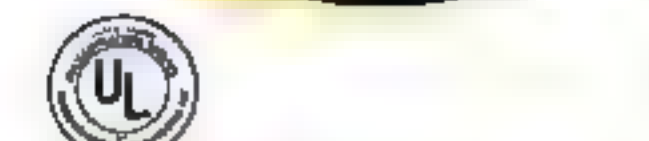
Cleveland, O. 11905 Miles
Cuyahoga Falls, O. Stale & Byrd
Dayton, O. 706 W. Third St.
Laramie, O. 1850 Elvira
20 E. Sixth St.
325 W. High
120 Adams
3419 Collingswood
1401 Cherry
1860 Door at Upton

Warren, O. 705 W. Market
Youngstown, O. 225 Belmont
Oklahoma City, Okla. 315 N. Walker
42 W. Western
3611 E. 11th St.
4722 S. Pears
Front & Union
717 Chestnut
202 E. Eighth St.
1401 Paxton
919 Franklin
12th & Walnut

New Kensington, Pa. 400-402 Freeport
Philadelphia, Pa. 5023 N. Broad
42nd & Walnut
3109 W. Liberty
945 N. Eighth St.
230 W. Philadelphia
555 N. Main
3064 N. Main
2039 Meeting St. Rd.
105 Market
1100 Devine
700 Buncombe
207 Magnolia
Spartanburg, S. C. 2309 McCollie
Chattanooga, Tenn. 2019 N. Central
Knoxville, Tenn. 839 Madison
Memphis, Tenn. 2355 Summer
Nashville, Tenn. 121. 3th Ave. N.
926 N. Walnut
728 N. Filmore
207 W. Riverside
4230 Ross
28 S. Main
1015 Texas

El Paso, Tex. 2513 White Settlement
Fort Worth, Tex. 20 Commerce
Houston, Tex. 20 Commerce
Palm at Caronde
321, Griggs
2726 Texas
33, O. 25th St.
1227 N. Main
3830 E. Commerce
817 Frank
140 Scott
2254 Kissel
960 S. State
747, Tidewater
108 W. 15th
14,4 High
401 W. Broad
425 Carver N. E.
2227 5th Ave.
18,0 S. Tacoma Way
424 Fourth Ave.
9 N. Ingersoll
1767 S. Muskego
4522 W. Lisbon
8745 W. National
1580 Kingston

Lubbock, Tex. 2726 Texas
Port Arthur, Tex. 33, O. 25th St.
San Antonio, Tex. 1227 N. Main
3830 E. Commerce
817 Frank
140 Scott
2254 Kissel
960 S. State
747, Tidewater
108 W. 15th
14,4 High
401 W. Broad
425 Carver N. E.
2227 5th Ave.
18,0 S. Tacoma Way
424 Fourth Ave.
9 N. Ingersoll
1767 S. Muskego
4522 W. Lisbon
8745 W. National
1580 Kingston



Listen to MIDAS on NBC NEWS ON THE HOUR and
PAUL HARVEY on your ABN radio station.

CHOICE FRANCHISES STILL AVAILABLE—Is your city listed here? If not, this may be your opportunity to bring your community the benefits of this vital safety service business. MIDAS, INC., DEPT. L, 4101 W. 42nd Place, Chicago 32, Ill.

GILBEY'S GIN



Venice

Gilbey's Gin is the one gin
distilled in 15 countries
and served around the world

"The world agrees on 'GILBEY'S, please!'"

GILBEY'S DISTILLED LONDON DRY GIN 90 PROOF 100% GRAIN NEUTRAL SPIRITS. W & A.
GILBEY, LTD., CINCINNATI, O. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.



Somewhere West of Laramie

SOMEWHERE west of Laramie there's a broncho-busting, steer-roping girl who knows what I'm talking about. She can tell what a saucy pony, that's a cross between greased lightning and the place where it hits, can do with eleven hundred pounds of steel and action when he's going high, wide and handsome.

The truth is—the Playboy was built for her.

Built for the lass whose face is brown with the sun when the day is done of revel and romp and race.

She loves the cross of the wild and the tame.

There's a savor of links about that car—of laughter and lilt and light—a hint of old loves—and saddle and quirt. It's a brawny thing—yet a graceful thing for the sweep o' the Avenue.

Step into the Playboy when the hour grows dull with things gone dead and stale.

Then start for the land of real living with the spirit of the lass who rides, lean and rangy, into the red horizon of a Wyoming twilight.



JORDAN

JORDAN MOTOR CAR COMPANY, INC., CHICAGO, ILL.

CLASSIC AD was written in the 1920s by President Edward S. Jordan of the Jordan Motor Car Co. Its romantic appeal drew tremendous popular response and ad men rate it one of the greatest of American advertisements.

AD MEN CONTINUED

like McCann-Erickson zooms into prominence. A firm like Kudner trims its sails. But the competition is among established competitors.

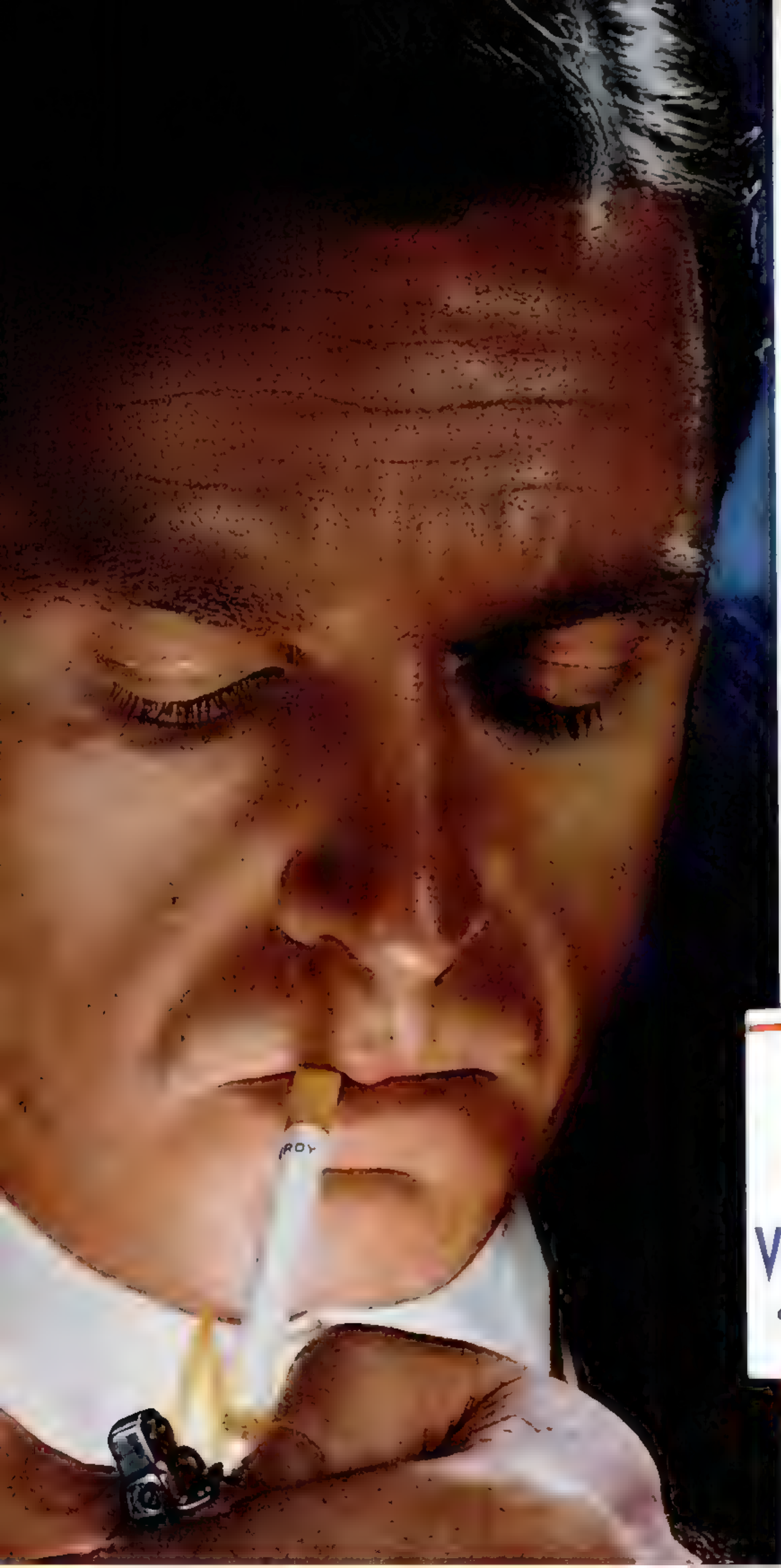
The recent wholesale shifts in ad accounts have been due partly to the recession but more to the decline in automobile sales. No manufacturer is willing to concede that a drop in sales may be simply an act of the gods of economics, and his restless eye often comes quickly to bear upon his ad agency.

This sort of thing gives ulcers to the executives of advertising agencies but actually does little more to their employees than keep life interesting. Any ad man of stature has no trouble finding a job because the job market has grown tremendously since the war. By the estimate of the advertising trade paper, *Printers' Ink*, advertising expenditures in the U.S. last year reached a record \$10.4 billion, more than double the amount spent only a decade ago. One reason for this fantastic growth has been the rise of television, which offered a potent and expensive new medium of advertising. But the other media, even radio, have also prospered. Newspapers are still the biggest single outlet for advertising with about \$3 billion last year. Direct mail comes next with \$1.5 billion, television third with \$1.3 billion, magazines next with \$830 million and radio next with \$648 million. Billboards and other miscellaneous forms of advertising make up the balance of the \$10.4 billion.

The expansion of advertising seems to be due chiefly to the revolution in marketing and purchasing habits since the war. The supermarket, super-drugstore and discount house have practically eliminated the influence of the oldtime floor salesman; customers now have to be sold before they get into the store. Even the automobile salesman has become little more than a mere order-taker for people who have already made up their minds. Automobiles now rank third among the 15 most heavily advertised products (see chart, p. 153).

Some ad men think that the boom in their business and the increase in the services which manufacturers have come to expect from them mean an end to the long-established 15% fee system. This has existed since around 1890 when the first ad agencies were born. At that time they served mostly as brokers who helped the advertisers get a fair shake in a chaotic era when newspapers and magazines were extremely loath to reveal their circulation figures or set up a standard rate scale. The agencies offered their services free to the advertiser,

CONTINUED



Light One!
Discover—

Viceroy
Gives You More
Of What
You Change
To a Filter For

Viceroy gives you the *maximum*
filtration for the smoothest
smoke of any cigarette.

More taste, too . . . the finest
tobacco taste of all.

Maximum filtration for the
smoothest smoke—and finest
tobacco taste. More of what
you change to a filter for!



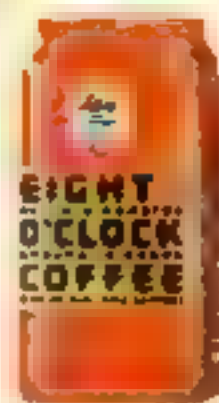
Familiar pack or crush-proof box.

© 1958. Brown & Williamson Tobacco Corp.



Enjoy the coffee that's *Alive* with flavor!

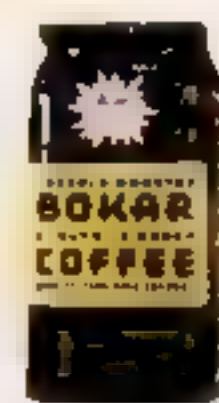
Beyond the shadow of a doubt, Custom Ground A&P premium-quality Coffee is your best buy! The *freshness*, the *flavor*, the *thrifty price*, reflect the experience of almost a century's leadership in bringing Americans coffee that's "alive" with flavor. Don't miss it!



Mild & Mellow



Rich & Full-Bodied



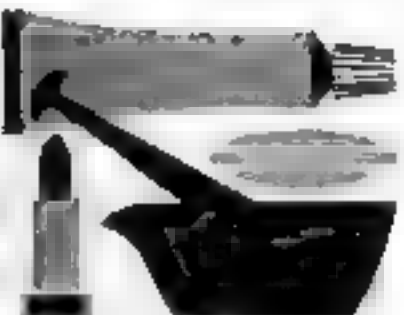
Vigorous & Winery

A&P Custom Ground **COFFEE**

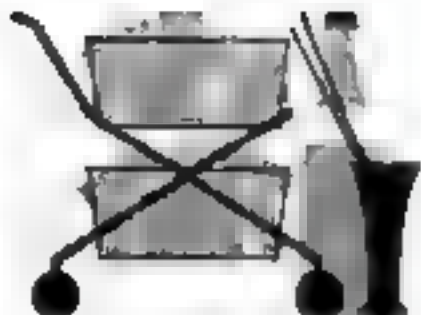
EXCLUSIVELY AT A&P STORES

NATURALLY, IT TASTES BETTER!
Bean-fresh A&P premium-quality Coffee is Custom Ground exactly right for your coffeemaker. Result? You enjoy really fragrant, full-flavored coffee every time!





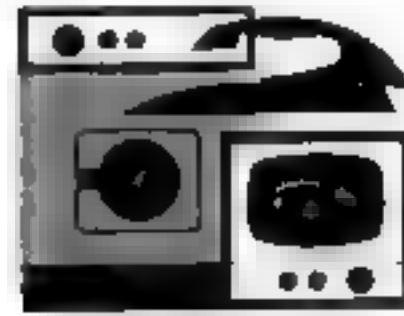
Soaps, drugs, cosmetics
\$390,046,000



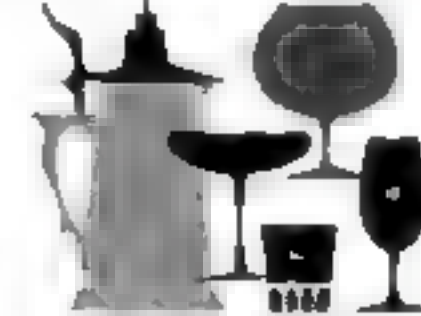
Feeds, soft drinks
\$371,166,000



Automobiles
\$239,169,000



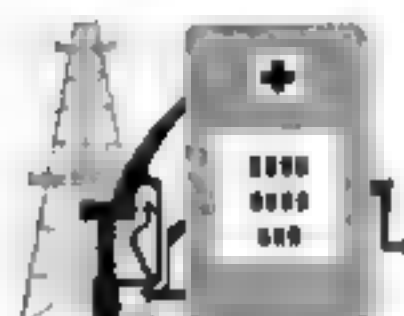
Home equipment
\$191,897,000



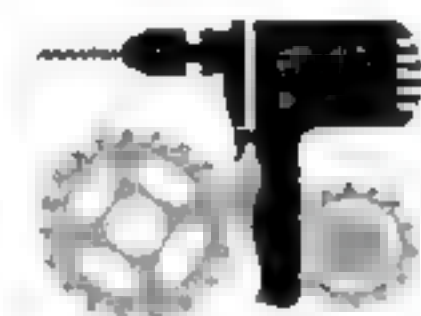
Alcoholic beverages
\$135,387,000



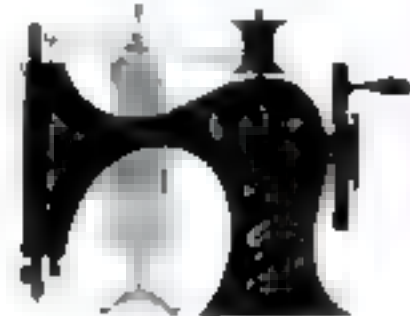
Tobacco
\$110,774,000



Gasoline, all
\$79,405,000



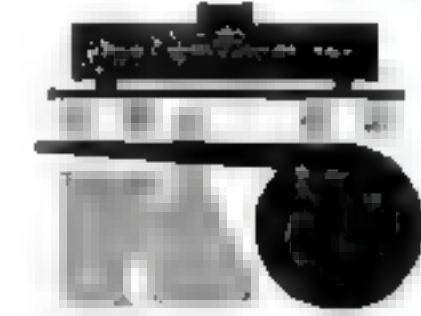
Industrial machinery
\$63,286,000



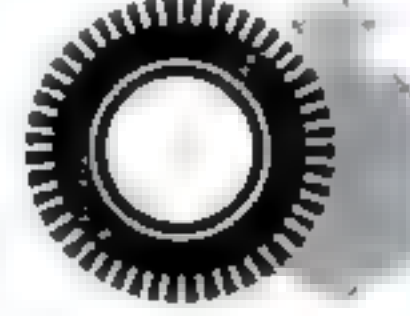
Clothing
\$31,026,000



Travel
\$29,195,000



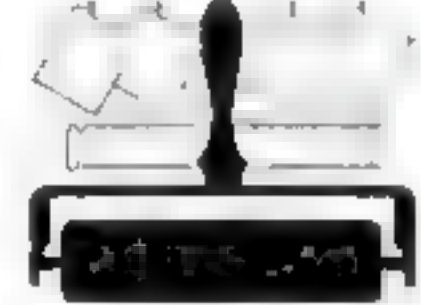
Chemicals (Industrial)
\$27,653,000



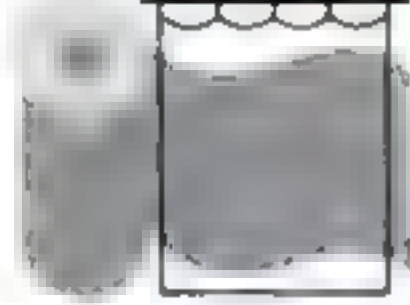
Rubber goods, tires
\$27,114,000



Insurance
\$19,399,000



Magazines, books
\$16,963,000



Paper, plastic goods
\$16,318,000

15 MOST ADVERTISED PRODUCTS

This chart of the most heavily advertised U.S. products covers expenditures made by the 374 American companies that each spent at least \$1 million on advertising in 1956 (the latest year for which figures are available). Chart is based on statistics collected by advertising trade journal, *Printers' Ink*.

AD MEN CONTINUED

placed his copy at the best rates they could get and charged the newspapers and magazines a 15% commission. Today's agencies, though their function has changed vastly, still tend to follow this custom. On some of their accounts they lose money. As a corollary a big manufacturer may complain that agency profits on his account provide a free ride for other clients. It might be better all around, it is therefore argued, if an agency simply billed its clients for services rendered, regardless of the cash volume of the advertising involved. Most agency people view this proposal with horror. Competition is frantic enough among agencies now, they figure. If the agencies also began submitting competitive bids on the size of the fee, then the executives would be driven to martinis.

Because of its insecure status, the ad industry is extremely sensitive to criticism, especially when made, as recently, by congressmen who seem to feel that some sort of governmental control or censorship might be in order.

The criticism of advertising points to a strange paradox. Ads are created, generally speaking, by highly talented artists and photographers and by writers who, had they chosen, might have been successful novelists. (The J. Walter Thompson agency alone has employed such now eminent book authors as John P. Marquand, Charles Jackson, Tiffany Thayer and Walter Lord, plus a number of song writers and minor playwrights.) Although advertising salaries have been grossly exaggerated, many of these people are extremely well paid. It is not unusual for the top creative men in a big agency to get around \$50,000 a year and up, plus some kind of stock deal that is supposed to give them a capital gain when they retire. The ad business

CONTINUED

Everywhere you go...

you see
Lee

Dungarees and Double-Knee Riders

Preferred by millions of active men and boys because Lee is rugged and built-for-action!

20 Tough-Tailored Extras make Lee great in the great outdoors! Lee Dungarees are made with triple-stitched seams, heavy thread rivets, extra durable Jelt denim for longer, stronger wear. Tailored sizes Lee Double-Knee Riders (for Junior) have extra denim fused permanently inside the knees, no-scratch thread rivets and no-bind crotch. Slim, regular, or husky, sizes 4 to 12. Sanforized Lee must look better, fit better, wear longer or your money back, or a NEW GARMENT FREE... No wonder you see Lee everywhere!

Saturday sportsmen, young and old, in city and hamlet, get up and go in Lee!

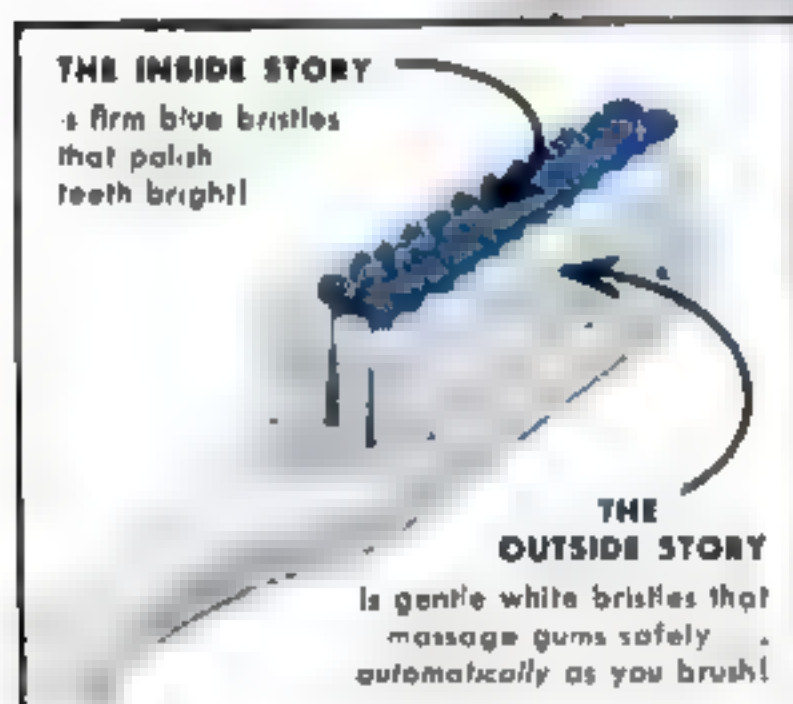


LEESURES: FASHION FAVORITE CLOTHES BY LEE. COPYRIGHT 1956

IT'S YOUR TOOTH BRUSH
NOT YOUR TOOTH PASTE
THAT DOES THE JOB AND...

NEW PRO double duty

tooth brush does it better!



No other type of tooth brush polishes teeth so bright while massaging gums so safely!

Your tooth brush—not the brand of paste you use—does the main job of keeping your mouth healthy, your teeth bright! And the new Pro Double Duty Tooth Brush does a better job for everyone who uses it.

Perfected in a famous dental clinic, it's a firm brush and a soft brush in one. You'll like the two-tone bristles... the two-tone handle, too. Unconditional money-back guarantee. Get the new Pro Double Duty Tooth Brush at your favorite store!

THE PRO
double duty
TOOTH BRUSH
Your smile will say it's better!
PRO-PHY-LAC-TIC BRUSH CO., FLORENCE, MASS.



A HUNCH-PLAYER, George Washington Hill, late president of American Tobacco Co., insisted on "hard sell" in Lucky Strike ads.



A RESEARCH ADVOCATE, Marion Harper Jr. bases McCann-Erickson agency's ad campaigns on studies of U.S. consumer habits.

AD MEN CONTINUED

is also one of the few in the world where a woman can make \$25,000 a year and up. Many an ad for \$6.98 shoes is written by a man who has his own shoes custom-made in Britain. Many a television commercial aimed at the average harassed housewife was planned by a woman in a Mainbocher suit who had her lunch at Le Pavillon and her dinner at home prepared by a cook and served by a maid. One might expect that these rich, clever people would shoot over the heads of their audience. Actually most of the criticism about advertising says that they shoot too low.

Even people within the industry admit that much advertising, especially on radio and television where it is possible to reach customers who can barely read, is dull, repetitious and vulgar. "To look at our ads," admitted one agency copy head, "you'd never guess how many talented people we've got." Another copy chief said, "What gets me down is the bad taste in so much advertising. I can hardly bring myself to sit in front of my TV set and watch those ads about brier patch legs, the perspiration circle and the laxative habit."

Much of the resentment which so many people—including people in the industry—feel against advertising is traceable to what is sometimes called the "hard sell." There is a school of thought in advertising which holds that the best way to get results is to hit the customer over the head with a ball bat, pin him to the ground and shout in his ear until he cries uncle. The theory was personified by the late George Washington Hill, longtime president of the American Tobacco Company and the prototype of a prominent character in *The Hucksters*. Hill's "Lucky Strike green has gone to war," repeated endlessly over the air waves, is considered perhaps the most irritating slogan ever perpetrated on the public. The quizmaster on radio's *Information, Please*, sponsored by Lucky Strike at the time, once publicly apologized for the slogan. Yet the slogan got results. So did Hill's ineffable "Spit is a horrid word," which made his Cremo cigars one of the big sellers in the trade in 1932.

'Move the goods'

MANY manufacturers insist on the hard sell. "We want our agency to move the goods off the shelf for us," said one businessman. "We don't give a damn whether they write pretty or not." A number of agencies specialize in the hard sell. It is these manufacturers and these agencies who are chiefly responsible for the bad reputation which advertising enjoys among the intellectuals. But their influence may be waning. One of the most widely discussed advertising developments in recent months has been the Piel's beer commercials on radio and television. Although they are unfortunately limited to the six-state eastern territory in which Piel's is marketed, they have frequently led the American Research Bureau poll of the most popular television ads, getting more votes than commercials which had the advantage of being seen all over the nation.

The Piel's commercials, the softest sell imaginable, are the brainchild of a 29-year-old ad man named Ed Graham. Graham invented two Piel brothers named Harry and Bert. Harry, tall and shy, would rather do bird calls than talk about beer. Bert is small, pompous, cantankerous and all business. Their voices are supplied by the talented radio team of Bob and Ray, and for TV they are animated by a young advertising artist named Jack Sidebotham (who happens to be saving

Fully Filtered Oil from FRAM Filter equipped engine. Filter replaced regularly to assure 100% efficient filtration. Oil is clean, smooth, free of dangerous power-robbing particles.

Dirty Oil from engine with clogged filter is loaded with "Deadly Diamonds" of abrasives. These grinding particles mean loss of power may lead to big repair bills soon!

TAKE FIVE!

Keep "Deadly Diamonds" out of your engine with Full-Filtration by FRAM

Oil and air are *fully* filtered by FRAM "car matched" oil and air filters. "Deadly Diamonds" of abrasive hard carbon, grit and dirt are trapped. Damage-causing particles are removed from circulation. Years are added to your engine's life!

Help keep all the horsepower you paid for... with FRAM FULL-FILTRATION. Ask your FRAM Dealer about

FRAM Oil and Air filter cartridge replacements at your next 5000-mile filter check. There's a FRAM Filter that's exactly right for your car... engineered by FRAM to your car manufacturer's rigid filter-type specifications.

Today, more new cars are factory equipped with FRAM Filters as original equipment than all other makes.



"DUST BOWL" TEST
Proof FRAM Air Filter 99%+ efficient!

- ① DUST AND DIRT-LADEN AIR is blown under pressure into sealed container.
- ② FRAM FILTRONIC AIR FILTER CARTRIDGE traps dirt and dust... thoroughly cleans stream of air flowing through.
- ③ DUST, DIRT AND GRIT ELIMINATED! White handkerchief is clean, shows no trace of dirt or dust. Abrasives are stopped!



FRAM "Take Five" service will help your car keep on delivering full power!



TAKE FIVE MINUTES EVERY 5000 MILES

for expert filter service where you see this sign.
*Change filter—
Change oil*

FRAM®
OIL • AIR • FUEL • WATER
FILTERS

FRAM CORPORATION, PROVIDENCE 16, RHODE ISLAND • FRAM CANADA LTD., STRATFORD, ONT.



water in your basement?

PIPE UPI SAY...

ORANGEBURG

A
GREAT
NAME IN
PIPE

Not this deep perhaps, but even a damp wall or wet spot can be a nuisance. Solution?—Pipe the water away before it reaches the basement. Orangeburg is the ideal pipe to use... *Root-Proof Pipe* for underground run-offs from downspouts... *Perforated Pipe* for foundation drain lines. Orangeburg comes in long lightweight lengths... costs less to install... gives long service. Lines 50 years old are going strong today. Free "Draw that Run Water Away" shows causes and cures for wet basements. See your dealer or write Dept. L-48.

Orangeburg Manufacturing Co., Inc., Orangeburg, N.Y. . . . Newark, California

ORANGEBURG "BRAND" PRODUCTS INCLUDE

Root-Proof Pipe

Perforated Pipe

Plastic Pipe

Fibre Conduit

Underfloor Duct

fortified with
**DU PONT
420 NYLON**
for 70% more wear

finished with
MINIT * PRESS
to minimize ironing

**CARWOOD
TAILORED**
for comfort and
lasting neatness

the smart set
America's best have teamed up to give you the best. More than a match for the toughest job, these new matched sets have the "air" of quality casual wear. Easy laundering. Neatness tailored in. You've never worn matched sets of this caliber — no one has!
Carwood Mfg. Co., Winder, Ga.



SOFT SELL, EXPERTS, bumbling cartoon characters Bert and Harry Piel avoid sledge-hammer commercials, hold TV viewers' attention with humor. Here bird calls by Harry (left) interfere with Bert's sales pitch.

AD MEN CONTINUED

his money to retire and become a missionary). All in all Bert and Harry are a little gem of comic invention and characterization, delightful to watch as they clumsily try to sell their beer—and often more delightful than the programs between which they appear.

Before Graham managed to put over his idea for Bert and Harry Piel, he was the despair of two advertising agencies. "The first place I worked I was nearly fired," he has said. "At the second place I asked my boss about my future and he said, 'Well, you're not on an up escalator, I'll tell you that.'" Graham finally persuaded his agency to make a few sample Piel's commercials of the type he had in mind, at a cost of \$56,000, and the films were shown to a group of the agency brass. "After the showing," he says, "a few were enthusiastic, but one vice president got up and said, 'Fellows, I've got to leave the room; I'm a little sick.' Another one walked out with the parting words, 'Gentlemen, you have just wasted \$56,000 of our client's money.'" Now that the commercials have proved a sensational success, a number of ad men, no doubt including those two vice presidents, are re-examining their thoughts about offbeat advertising. Graham is often respectfully referred to nowadays as a genius.

But does humor sell?

THE only question is whether the Piel's ads sell beer. The company says they do. But other companies have tried similar campaigns with less success. And here is the core of all the turmoil and travail in the ad business. Here is the reason clients hire and fire their agencies, the reason ad men search endlessly for new jobs that will give them a sense of fulfillment, the reason the ad industry has to take so much public abuse. The cleverest ads do *not* always move the goods off the shelves. The most vulgar and inept ads sometimes do. It is a statistical fact that truck drivers, of whom there are so many, buy lots more beer, razor blades and toothpaste than college professors, of whom there are so few.

"A good ad has to be a little obvious and corny," one veteran copy chief has said. "We don't want the majority of our customers to get the idea we're city slickers." Moreover every advertising expert agrees that repetition is the soul of success. "You can't get a message across without repeating it," said a specialist in TV commercials. "If you wrote a different ad each time there'd be no thread, no campaign. Nobody would ever notice or remember you."

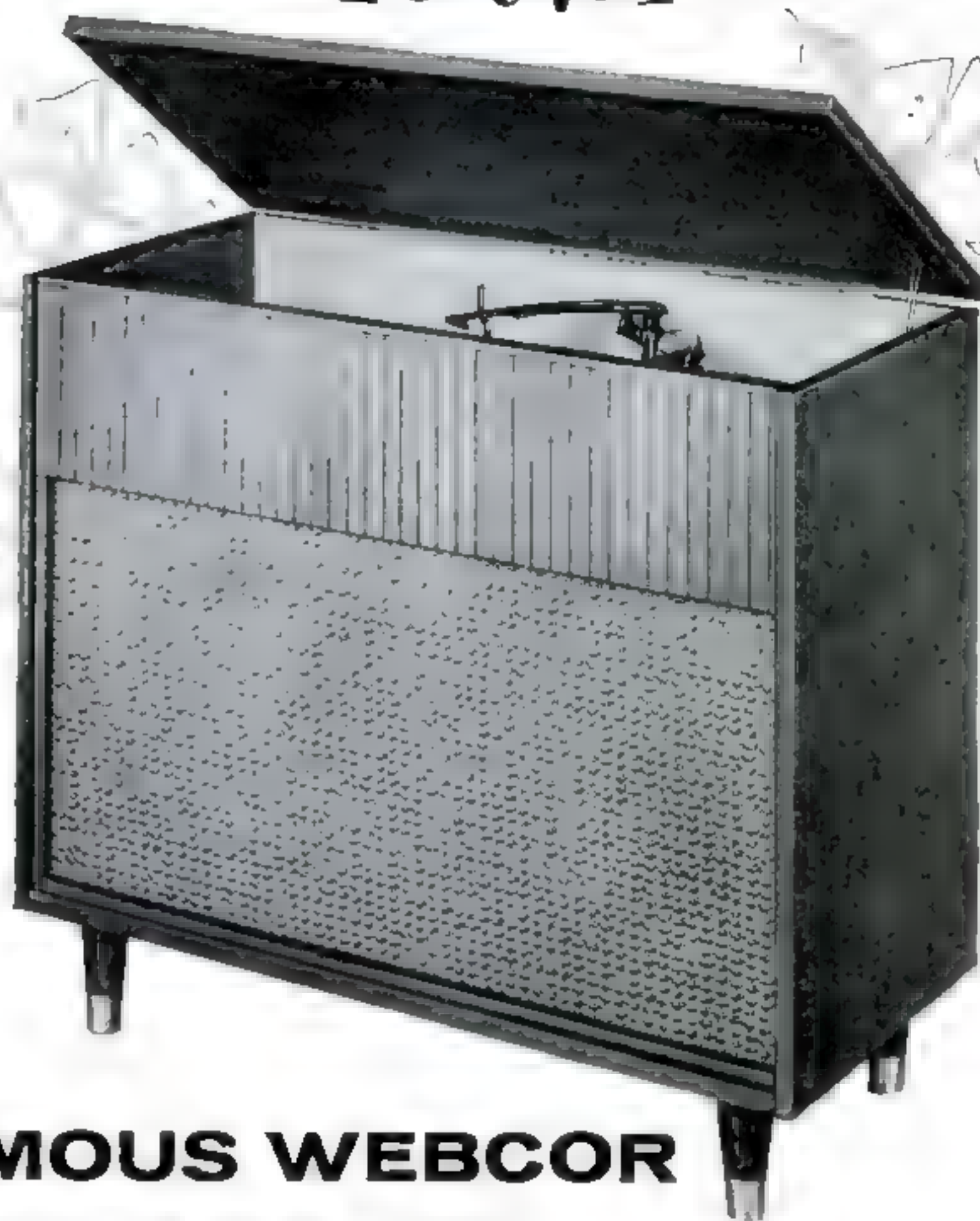
The professor may feel that the newest singing commercial is running out of his ears and driving him wild, but his dumbest student is just beginning to become aware of it. Martin Mayer, the author of *Madison Avenue. U.S.A.*, the only recent book about the profession which advertising men regard as accurate and fair, concludes that advertising's current unpopularity among highbrows is simply due to the fact that it reflects the tastes of the average man, which are reprehensible to the better-than-average man.

As for the danger of brainwashing implied in *The Hidden Persuaders*, ad men sometimes wish it actually was as easy to persuade the public as the book suggests. "Whenever I feel that I might be getting

CONTINUED

Look! It's Spring Hi-Fi *Savings* Festival Time!

Ravinla Coronet High Fidelity Radio-Fonograf.
"Magic Mind" Diskchanger. AM-FM radio. 4 speakers—20 watts—50 to 15,000 cycles—pre-amplifier and power amplifier—automatic shut-off—4 speeds. Choice of 3 beautiful hand-rubbed finishes. Available with or without AM-FM radio.



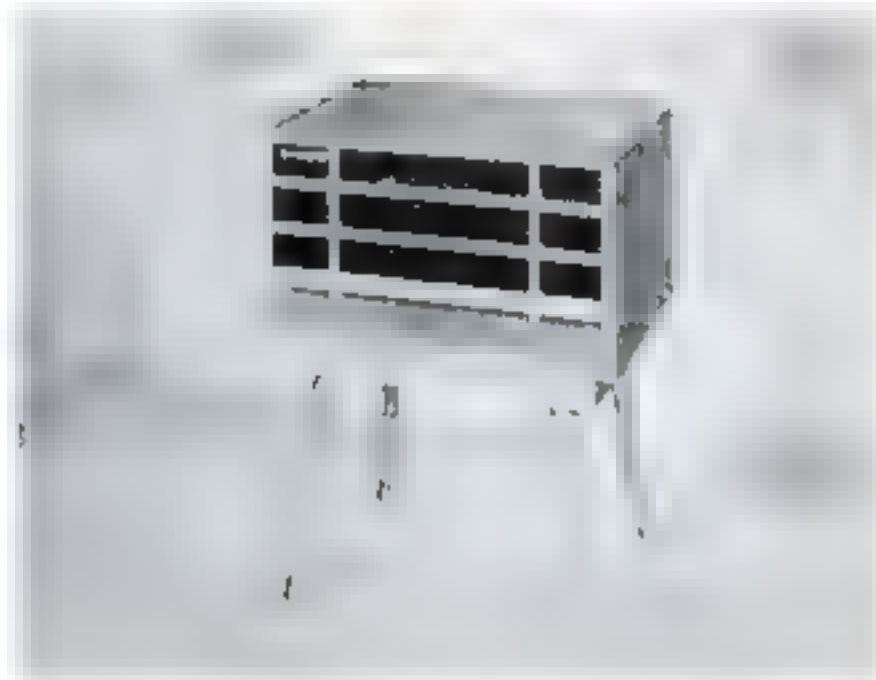
RIGHT NOW! SAVE UP TO \$100 ON FAMOUS WEBCOR HIGH FIDELITY FONOGRAFS!



Prelude High Fidelity Console Fonograf. "Magic Mind" Diskchanger—3 speakers—wide-range amplifier—automatic shut-off—4 speeds. Choice of 3 beautiful hand-rubbed finishes. Available with or without AM radio.



Overture High Fidelity Radio-Fonograf. "Magic Mind" Diskchanger AM-FM radio. 3 big speakers—pre-amplifier and power amplifier—automatic shut-off—4 speeds. Choice of finishes. Available with or without AM-FM radio.

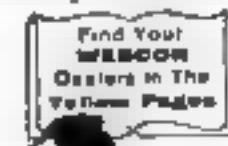


Musicals High Fidelity Table Model. "Magic Mind" Diskchanger—3 big speakers—beam-power amplifier—automatic shut-off—4 speeds. Choice of wood finishes plus beautiful matching wood base and legs.

Webcor's the big name in Hi Fi... and right now your Webcor dealer is offering tremendous savings on every Webcor High Fidelity Fonograf in his stock! They're all brand-new 1958 Consoles. Your dealer also has some mighty special buys

UL approved

on those fabulous new Webcor Tape Recorders and Portable Fonographs! See him now during this great Webcor Spring Hi Fi Savings Time! You'll get the finest High Fidelity at the biggest savings available today!



LISTEN ALL MUSIC SOUNDS BETTER ON A **WEBCOR**

Complete with comfortable innerspring mattress! The perfect answer to that "extra bed" problem. Rolls easily from place to place...even up and down stairs...Stores conveniently in a minimum of space. Visit your dealer and ask to see...

Burton-Dixie's new sleepcart



PAT. APPLIED FOR.

By the makers of the Slumberon mattress, the Deluxe bed spring, the Bur-Lounger and quality Hollywood beds.

BURTON-DIXIE CORPORATION • 2024 SOUTH RACINE AVENUE • CHICAGO 8

AMERICA'S LARGEST SELLING BRANDY



THE GREAT BRANDY OF
The Christian Brothers
of California

IN PHOENIX • Fromm and Siebel, Inc., sole distributors, New York, N. Y., Chicago, Ill., San Francisco, Calif.

AD MEN CONTINUED

too big for my breeches," one wise ad man has said, "I just buy myself a Hershey bar, and eat it slowly." Except for local campaigns, not a nickel has ever been spent advertising the Hershey bar —yet it is one of the best-known products in the world. At the turn of the century when cheese, crackers and pickles were sold anonymously from grocery store containers, and jelly beans and licorice whips were sold anonymously from the glass cases in candy stores, Hershey bars were one of the first comestibles to be sold in a package with the name in big letters on the wrapper. They were so well established in the public mind when the first competitor chose to tackle them that Hershey never had to resort to advertising them nationally to keep up. Probably no product introduced in this current era of merchandising could hope to achieve anything like the same kind of success without advertising. Yet the Hershey bar does stand as a monument to the fact that advertising is not so powerful, indispensable or dangerous as some of its loudest friends and enemies protest.

On the other hand many advertising campaigns have achieved spectacular triumphs. "It floats" and "99 and 44/100% pure" made every American conscious of Ivory soap. "I'd walk a mile for a Camel," "They satisfy" and "It's toasted" kept the big three of the cigarette industry on top for years.

More recently Winston cigarettes jumped from nowhere to fourth place by cleverly exploiting the slogan, "Winston tastes good like a cigarette should." A rival ad man has said, "That was the greatest job I've seen in years. Quite a few customers didn't like the taste of a filter cigarette. So these people had the genius to step right up and claim to be a filter cigarette that didn't taste like one. Their slogan is corny and ungrammatical but it hit the nail right on the head." Revlon cosmetics went from practically nothing to a \$95-million-a-year business with the help of advertising. Its president, Charles Revson, is an advertising perfectionist who hits the ceiling if the shade of his nail polish in a magazine ad is off the merest fraction of a wave length; he has fired or worn out two ad agencies in the last two years. In the automobile field Cadillac is conceded by all rivals to have done an outstanding job since World War II in building itself into the absolute symbol of success.

In many ways the whole eager, talented, tumultuous, well-paid and harshly criticized advertising industry is just the modern counterpart of the old-fashioned door-to-door and person-to-person sales pitch. The industry can move a lot of good, cheap, attractive vacuum cleaners. It can also sell quite a few luxury items like Cadillacs. But it cannot, despite the hopes of the manufacturers and the fears of the intellectuals, foist off many refrigerators on Eskimos, even by psychoanalyzing them. The ad man can take satisfaction in the fact that without him the wheels of modern industry would stop turning, but he cannot hope ever to be completely secure or to make people love him as he would like to be loved. The salesman's boss has never conceded him full credit for services rendered, and consequently the salesman has always been the first to get fired whenever business turned sticky. And there has always been a strong public sentiment for making salesmanship illegal. In fact, as long as there have been doors, people have been slamming them in salesmen's faces.



AD MAN'S PUZZLE, pondered by David Wayne (pp. 142, 143), is Hershey bar, which got its start before advertising began its big growth, has never been nationally advertised and outsells all its competitors anyway.

THE WASH 'N' WEAR SLACKS

Just wash  ...drip dry  ...and wear

THEY DRY NEAT... STAY NEAT

These wash 'n' wear slacks made with "Dacron" hold their crease, resist wrinkles wearing after wearing ...need little, if any, ironing

You'll look neat, feel comfortable in wash 'n' wear slacks made with "Dacron"® polyester fiber. And when it comes to washing, just toss them in the washer, drip-dry them, wear them again right off the hanger with little, if any, ironing. They dry with a sharp crease, without wrinkles. And this wash 'n' wear convenience lasts the full life of these slacks ... because they're made with a high percentage of "Dacron". Look for these wash 'n' wear slacks made from many good-looking fabrics. In many shades and styles at clothing stores across the country.

DACRON

REG. U. S. PAT. OFF.



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

LOOK FOR THESE GUIDES TO EXTRA BENEFITS



These and similar fiber-content tags featured on slacks indicate that the fabric contains sufficient "Dacron" to provide the extra benefits that have made "Dacron" a national favorite.

"Dacron" is Du Pont's registered trademark for its polyester fiber.

Du Pont makes fibers, does not make the fabric or slacks shown at right.



Popular Rise of the Pole Light



TALL STAND NOW SUPPORTS A VARIETY OF SHADES

From a small start four years ago as a clamp-on gadget (LIFE, Feb. 15, 1951, "The Pole Is Put to Work"), pole lights have blossomed into a \$10 million a year business, and the array above shows the variety of styles that the poles now accommodate. The poles themselves wedge snugly between ceiling and floor, held tightly by an interior

telescoping spring and non-slipping tips. Though designed for ceilings from seven to nine feet high, many new models can be bought with extensions that rise higher. In some the lamp shades are rigidly attached. Others swivel in any direction, telescope or move up and down on electrified tracks. Lamp prices range from under \$15 to nearly \$100.

ELEVEN TYPES of pole lights show wide variety of shades. On poles from left are brass buds, polished brass cones, enameled plates, narrow black spots, white plastic bowls, brass perforated cones, twin opal glass rainneys, black bullets, adjustable focusing spots, rattan and plastic bullets, white frosted glass bowls.



Remodeling idea that's sure to make a hit with your wife

Why not a bathroom that's hers ...and hers alone?

Chances are you've given a lot of thought to adding an extra bathroom. Why not make it a "Mrs." bathroom (like the one in our picture)—a special room where your wife can bathe and dress and pretty herself in blessed privacy.

What would make it even nicer is a Crane bathroom, the kind most people prefer. Every Crane fixture is styled by famous designer Henry Dreyfuss to look beautiful

and modern for years. Yes, and to add far more value to your home.

Free floor plan! Let your Crane Dealer show you how easily an extra bath can be located at the end of a hall or in the corner of a large bedroom. Ask him now for free remodeling estimate and copy of this floor plan (you'll find his name in the Yellow Pages under "Plumbing & Heating Supplies—Retail").

This beautiful Crane "Mrs." bathroom features the Elayne lavatory. Crane offers 9 countertop lavatories with prices in white starting at \$40.45. Other fixtures shown: Crane Neuvogue tub and Crane Drexel closet in Sky Blue.*

*Suggested consumer price. Installation extra.



CRANE CO., 836 South Michigan Avenue, Chicago 5, Illinois
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING

CRANE

*the
preferred
plumbing*



PHOTOGRAPH BY IRVING PENN

ONLY **LIFE** gives you so much

Her father thought teen-agers were part of the furniture

Endurance. That's the key word if you're the parent of a teen-ager. They're always glued to things—usually the things you want, like the telephone or the big chair or the television set. You get so used to finding them in the way, you forget they're human.

But LIFE doesn't. LIFE is always reminding you they're very human with a knack that makes you see the special qualities in plain people . . . that shows you the extraordinary side of ordinary everyday living.

Whether it's the problem of teen-age allowances or parental challenges to going steady, LIFE's great pictures make the subject come alive—help you see it in terms of your own family. You get a new perspective on the things *you* see around the house . . . a better understanding of them.

And the grown-ups . . . can't take them for granted either, if you read LIFE. You think today's housewife has it pretty easy? Uh-uh. 80 hours a week she works—and no overtime pay. And fathers. How about the man who held his wife's hand right in the delivery room? How about the 52-year-old bachelor who suddenly found himself foster father (and mother) to seven children?

In picture stories like these, LIFE enables you to see and appreciate the familiar in a way that touches the heart as well as the mind and eye. No wonder everywhere you go, everybody's talking about some article in LIFE.



LIFE eyes 10,000 pictures for every issue. No wonder LIFE's pictures speak so eloquently. 500,000 pictures a year cross the editors' desks—from LIFE's 86 staff photographers, from free-lance professionals, inspired amateurs and the news picture services of the world. Chances are almost any

newsworthy or heart-warming photograph taken anywhere in the world will be swiftly seen by LIFE. And the best of what LIFE's editors see, you see swiftly, too . . . issue after issue. No wonder everyday and once-in-a-lifetime events always come vividly to life for you in LIFE.

understanding . . . so swiftly, so surely

*She uses only **GLEEM**-the toothpaste for people who *can't brush* after every meal*



JUST ONE BRUSHING
destroys decay-and odor-causing bacteria

PROOF - IN PICTURES



MOUTH BACTERIA,
"HIEP CAUSE
OF DECAY, BUILD UP
OVERNIGHT LIKE THIS



JUST ONE GLEEM
BRUSHING DESTROYS
UP TO 90%
OF THESE BACTERIA

PROOF - IN PERSON



Mouth odor stopped all day! Scientific tests prove that one morning brushing with Gleem destroys odor-causing bacteria so effectively that mouth odor is stopped *all day*, for most people. Means a *sweeter* goodnight kiss.

If you, like this mother, can't brush your teeth after every meal—even though it's best—take a tip from her. She realizes that food combines with mouth bacteria to cause both decay and mouth odor. That's why she makes sure all her family start each day with Gleem—the toothpaste for people who can't brush after every meal. You, too, can depend on Gleem, with exclusive GL-70, to destroy most bacteria with just one brushing. What's more, you'll find Gleem's refreshing flavor makes brushing fun!

Only **GLEEM** has *GL-70* to fight decay and mouth odor





IN AN ANCIENT HEARSE FOUR BOYS TAKE GIRLS FOR A SPIN. FOR TRANSPORTATION OTHER STUDENTS USED EVERYTHING FROM BICYCLES TO AIRPLANES

Collegiate Spring Spree

In this season, an anthropologist from another planet might waste no time in visiting Fort Lauderdale, Fla., where there is a curious congregation of young earthlings in this sandy region. The colleges, where the young are prepared for adulthood, offer minutes a period of freedom called spring vacation. This year 20,000 of both sexes have come from many regions of the country. Although miles of excellent beach are open, nearly all crowd into one quarter-mile section near establishments which dispense a

standardized chopped-meat food and a mildly intoxicating malt beverage.

The daily rites of this age group (e.g., eating, drinking, sunning, courting) are all carried on in public. Yet the group maintains a rigid taboo against talking about them to outsiders. A typical reply to an investigator's questions is, "Please don't take my name or my picture. My family thinks that I'm visiting a roommate in Boston. My prof thinks I'm studying anatomy. I am. But not in books!"



"BEER CHAMP" Charles Kroeke II of Dayton University gave himself the title outside tent bar.

BOYS USUALLY OUTNUMBER THE GIRLS SIX TO ONE. HERE SEVEN BOYS ARE LUCKY ENOUGH TO CORNER THREE GIRLS BETWEEN BEACH AND DEEP WATER





FUNNY HEADGEAR is in fashion. Two Penn Staters try on hats used less to protect them from sun than to provide a conversation piece in picking up girls.

SPRING SPREE CONTINUED



FANCY SWEATSHIRTS proclaim sporting accomplishments. Here boys from Temple University strike up a conversation with a girl from Boston University.

STUDENTS SPEND THEIR EVENINGS SINGING AROUND BONFIRES. HERE DEPAUL UNIVERSITY FRATERNITY MEN ENTERTAIN UNIVERSITY OF MIAMI GIRLS





It takes tremendous power to roll today's huge trucks! Above: Champion-equipped "big rig" unloads at Philadelphia's Dock Street Market. In trucks as in passenger cars, Champions deliver *full-firing* power.

Q. Why do 8 out of 10 truck makers use Champion spark plugs?

A. Champions give full-firing power. Put new Champions in your car every 10,000 miles. You'll get an *immediate* boost in horsepower...and save gasoline, too!



World's favorite spark plug—engineered for every car built by Ford, General Motors, Chrysler, American Motors, Studebaker-Packard and every major foreign maker

CHAMPION



A GALLIC JUMPER'S GESTURE

After being stationed for a while in France as a U.S. Army Signal Corps photographer, David Stein grew accustomed to the fact that the French seemed to have an appropriate gesture for nearly every occasion. Taking a day-off ride with French parachute reservists who were making qualifying jumps, he

aimed his camera as the jumpers dropped out the door. They went in the usual military manner until the last one. As he stepped into space at 7,000 feet he looked back and raised his hand in a supremely casual gesture of goodby. Then he fell 1,200 feet before his chute opened and floated him down to earth.



Agreed! No whiskey anywhere is more deluxe
than Walker's DeLuxe

Straight bourbon, of course—7 years smooth—elegant in taste



STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • HIRAM WALKER & SONS INC., FLORIDA, ILL.

Copyrighted material



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Arizona wheat farmer Tom Howell takes a Camel break during harvest. "You get more flavor in Camels," he says. "The best tobacco makes the best smoke." The Camel blend of costly tobaccos has never been equalled for rich flavor and easygoing mildness. Today more people smoke Camels than any other brand. How about you?

**Have a real cigarette—
have a **CAMEL****